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FOURTEENTH
BIENNIAL REPORT

OF THE
FLORIDA STATE MARKETING BUREAU

204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA

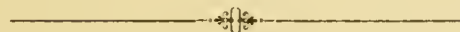
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FOR PERIOD
JULY 1, 1943 TO JANUARY 1, 1945
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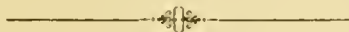
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FOR PERIOD
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tive study of the extent of weather damage to the principal Florida truck crops having fall, winter and spring acreage, occurring over a long period of time. The material was supplied the proper agencies in their appeal for disaster clauses in OPA ceiling structures so that higher prices might prevail for perishable products in time of crop losses than ordinarily permitted by the established ceilings.

Much of the most important and valuable service is provided by Bureau officials in conferences with Federal officials and other authorities seeking factual data on Florida agricultural crops. Neither credit nor publicity attaches to such service, only the compensation derived from the fact that substantial, and impartial, and conservative information is given by experienced Bureau personnel in possession of the facts. The Bureau was the only State agency that had price average tabulations of Florida vegetables for a long period of years when such data were required by the Office of Price Administration. Reliable figures as to monthly, weekly and seasonal shipments of Florida truck crops were unavailable in as complete form, for as long period of time required except from the Bureau records. Whether it has been basic material for use by Government Engineers, by Office of Price Administration, by War Food Administration, by banks financing much of Florida agriculture, by authorities seeking indisputable evidence for rate hearings, or by many other sources such as the Quartermaster Market Centers, it has been promptly supplied by the Bureau. Such features of service unpublicized, generally known of only among the agencies accommodated, are worth to the growers and shippers of our State many times over the amount appropriated for the State Marketing Bureau.

The multiple war regulations have necessitated the preparation of much additional factual material to aid producers and shippers in seeking modification of ceiling prices and transportation regulations where undue hardships resulted. Because of our more than twenty years of close cooperation with the U. S. Department of Agriculture, most Federal men coming to Florida in connection with surveys come to this Bureau for facts and suggestions. We have exerted considerable influence with the result that many commodities up to November 1944 had not gone under ceilings. We have aided other agencies of the Florida fruit and vegetable industry in their transportation and ceiling matters. The interpretation of various Federal regulations has occupied an increasing amount of our time.

The Bureau mindful a long conflict was inevitable before Germany and Japan could be defeated, its officials in early 1942 predicting the war would not end before 1945, still looked far enough ahead to consider postwar conditions. By mid-year 1943 we began thinking over the probable postwar situation, and published a summary of our views officially under date of Dec. 1, 1943 under the general heading of "As Postwar Agriculture Goes, So Grows Florida." Conference was held with Agricultural Extension officials on this subject in November 1943. The Bureau in fact was the first State agency to release a postwar planning report. Numerous conferences were held later with State and Federal officials relative to postwar agricultural marketing.

Market News has been given special attention in the last two-year period, the service in Florida being conducted jointly by the War Food Administration and our department. A special citrus station was operated at Lakeland throughout the main shipping season, providing information needed and most demanded by the citrus industry. Teletype facilities were

extended to the Lakeland office to improve and expedite the service. Commissioner Rhodes, accompanied by the Federal representative in charge of the Lakeland citrus station and a representative of the Florida Citrus Commission, conferred with Washington officials in August 1944, and were successful in arranging to secure supplementary material for the Lakeland citrus office for the 1944-45 season. For the first time, teletype facilities have been extended to the Pompano section this coming season. We have requested the War Food Administration to cooperate with us in extending market news service in the Everglades section, whereby full-season reports would be issued daily from both Belle Glade and Pompano rather than dividing the service to part season operation as heretofore because of insufficient funds, both Federal and State. We had teletype installation last season at the Sanford celery field station. The other special seasonal market news offices have been continued; for instance, at Hastings, Belle Glade, Plant City, Leesburg, Thomasville, Ga., (livestock), with auxiliary service fed to other sections. Semi-weekly poultry and egg market reports were mailed regularly to some producers. A general miscellaneous vegetable bulletin was mailed daily from the Bureau offices to an average of 2200 growers, shippers and others eight months of the year over the State at large. Special information by telephone and telegraph was provided those requiring faster-than-mail service. We have provided Florida with the most comprehensive and we believe the best Market News Service of any State in the Union.

In addition to the special field stations issuing daily market reports in centralized locations of the principal producing sections in the State, a daily general vegetable market news bulletin is issued from the Bureau offices from Nov. 1 to the following June 30 each season. This report covers shipments from Florida and also all other States; passings, market receipts, conditions, and quotations of Florida vegetables on all the larger terminal markets. It also includes market information for Atlanta, Tampa and Jacksonville. It goes to every vegetable shipping section in the State. The preparation of this special "state-wide" daily report is handled by our Market News Specialist, who covers the Jacksonville market daily and handles the general market news reports for the Bureau. The Market News Specialist also covers the Jacksonville poultry and egg market, which quote is used as the basis for possibly 95 percent of all the sales of Florida produced eggs. He also supervises the tabulation of daily truck passings supplied by the State Department of Agriculture. The annual fruit and vegetable report of the Bureau is prepared by the Market News Specialist. This report covers practically every farm crop of commercial importance in the State and in detail statistical data for fruits and vegetables. The demand for this annual report exceeds the supply printed each year although the number published is increased each season. Considering the number of producers and shippers of fruits, vegetables, nuts, field crops, poultry, eggs and others, all over the State, who rely on the Jacksonville daily Federal-State report by the Market News Specialist, it is doubtful if any one service in the State is more appreciated by them than this special public service.

The Bureau also has Market News representation on both the Tampa and Miami markets, supplying largely the same type of information carried in the Jacksonville daily bulletin, and these reports are included in the main office releases as well as in the press and other releases in the three largest Florida cities.

Federal-State shipping point inspection has been provided Florida

shippers of fruits and vegetables on a carlot equivalent volume of 198,405 cars in the 1942-43 and 1943-44 seasons, which based on prewar average loadings would have exceeded a carlot equivalent volume of 225,000 cars. This service was started in 1922-23 by the Florida State Marketing Bureau and the Government cooperating, and from point of efficiency and economy has achieved an enviable record.

The circulation of the semi-monthly For Sale, Want and Exchange Bulletin has increased to about 33,000 subscribers, (Nov. 1, 1944), all of whom have requested the Bulletin, and more than 4,000 have been added to the mailing list in the last two years. The editorials and general copy of the Bulletin have been widely and favorably commented on not only by farmers in Florida who use it most but also by readers in other States. Some of its editorials have been carried in national publications, and also in Bulletins issued by Bureaus in other States. While the Bulletin has all along filled a great need in prewar times, it has been even more serviceable in war time. We were commended by the War Production Board for featuring the listing of farm machinery, equipment and supplies which became ever scarcer as the war went on. Also by the Office of Price Administration for carrying special notices as to rationing of farm equipment, ceilings, etc. The notices given in the public interest of sales of purebred cattle by various clubs and associations aided many growers to secure foundation breeding stock at reasonable prices. Every issue in crop season has carried a complete summary of Florida truck crops as to acreage, location, supply and condition, prepared by the most competent and experienced sources available, the Federal agricultural statisticians of the U. S. Department of Agriculture.

Our Marketing Specialists have worked almost to the breaking point to serve producers in the field in their marketing problems, made more complicated by various regulations, ceilings, etc. In brief they have helped to market about 1,000,000 pounds of pecans; 270,000 gallons of syrup; 75,000 head of cattle and hogs, including 375 purebred cows, 668 purebred bulls and 97 purebred boars and gilts; 35,000 pounds of wool; 490,000 pounds poultry and turkeys; 120,000 dozen eggs; supervised in grading 6,979,340 dozen eggs. In all our Livestock and Poultry Marketing Specialists alone have helped directly and indirectly in marketing possibly \$12,250,000 worth of farm products. They attended 144 marketing meetings, held hundreds of conferences and served Florida agriculture in so many other instances that pages of detail would be required to enumerate them all. These field specialists have worked with all marketing associations; represented the Florida poultry industry before four OPA hearings on prices, and served on four War Committees of the poultry industry; assisted in holding four egg grading schools for egg candlers and egg inspectors; assisted with ten livestock shows; revised two poultry bulletins and prepared a Beef Cattle bulletin for the State Department of Agriculture; prepared some fifty special editorials and press releases for Florida publications. They also aided with sales of hay, sweet potatoes and miscellaneous products. Their work touched marketing and grading of products of livestock, field crop and poultry producers in some way over the entire State.

Our Marketing Specialist in Fruits and Vegetables was loaned to the Agricultural Marketing Board and served with the State Farmer's Markets from 1943 to December 1, 1944. Report of his activities therefore will doubtless be included in the general report of the Director of State Farmers'

Markets. The Fruit and Vegetable Marketing Specialist will serve with the Bureau full time in the future.

There never was a more appropriate time to make brief reports than now, in view of the paper shortage and the limited time anyone has for reading all the official reports, which at best are generally dry reading to the public. Therefore, we shall omit much routine detail. Briefly stated, we have provided a well rounded out marketing service, conservative, efficient, and appropriate for a State agency. Claims for growers of many different products have been handled. Sources of supply of needed materials have been provided almost without limit. Lists of buyers and dealers in the larger and also smaller markets have been provided. Commercial and financial responsibility of dealers has been supplied growers asking for trade ratings. Other services rendered particularly to the small grower are too numerous to mention.

This biennial report could be packed with detailed mentioning of the number of pieces of mail handled, letters written, the volume of telephone and telegraph traffic, et cetera. For instance, three quarters of a million 4-page copies of the For Sale, Want and Exchange Bulletin annually. Or nearly a half million 4-page market reports from the Jacksonville office alone each season, not to mention the eight other field station releases. Omitting most of that however, let us see from voluntary letters received in the current biennial period not only what and how well we have functioned in serving all Florida agriculture, but whether it has been worth what it cost the State and if it is used and appreciated by the farmers. To quote from a few of many received.—

Sanford, Fla.: "Your market report is very accurate and dependable."

Hastings, Fla.: "The market news service is the way I keep up with markets and prices."

Boca Raton, Fla.: "During war time especially this Bulletin is the only medium we farmer growers have to keep in touch with northern market conditions."

Tampa, Fla.: "I have watched as the Marketing Specialist carefully and thoroughly served the egg industry he so ably represents. My praises go to Mr. — for splendid work and complete cooperation in helping us handle an enormous amount of eggs for the War Food Administration."

Citra, Fla.: "I repeat again, without marketing reports could not market crops profitably. I consider them of untold benefit to all farmers."

Artesia, Fla.: "I wish to tell you of my real appreciation of the most understanding, practical write-up on the problems of after the war in a recent Bulletin. It is most timely."

Wauchula, Fla.: "There is no Bureau as useful to this agricultural State as the Marketing Bureau. Its appropriation should be boosted every year without question — — —."

Rattlesnake, Fla.: "Referring to your recent publication, Beef Cattle in Florida, accept my thanks and sincere appreciation of this fine publication. The cattle industry in Florida is just in its infancy and I am convinced that if we support people like you the people of Florida will enjoy substantial gains."

Plant City, Fla.: "I have travelled from Maine to California where I lived for over twenty years and I have never seen such a practical interesting paper as the Bulletin."

Tampa, Fla.: "The Bulletin service is unequalled. You're to be praised for your splendid service."

Dover, Fla.: "I got 123 letters and U. S. cards, airmail and telegrams, from my ad in the Bulletin."

Ft. Myers, Fla.: "Many thanks for this annual marketing report on citrus and vegetables from Florida. Your office has always been most prompt and willing in supplying information and here's one Floridian who appreciates it."

Tallahassee, Fla.: "Thank you for this service. It is indispensable especially in these days when used implements, etc., must be used since new ones are unobtainable. Instead of decreasing the Bulletin, it should be increased."

Ocala, Fla.: "I want to take this opportunity to thank you for the Bulletin. Just don't see how I could get along without it. It is one of the best services the State of Florida is giving its citizens."

Orlando, Fla.: "I am swamped with orders. Sold out the first four days the Bulletin was out. Have received an average of 16 orders daily since Bulletin was out."

Dade City, Fla.: "Your Bulletin 'Profitable Hog Production in Florida' is the first book I have seen that covers the entire subject of hog raising in a complete manner and applicable to Florida conditions. I have any number of the best books procurable on hog raising but none of them can possibly compare with yours so far as they affect Florida conditions. You are to be highly complimented on putting out such a valuable book."

Atlanta, Ga.: "I wish to take this very first opportunity to convey to you the appreciation and gratitude of the entire Southeastern Association of Railroad and Utilities Commissioners for we are all deeply indebted to you for the pattern which you laid out for the collection and preparation of testimony presented at the hearing on our complaint in ICC Docket 29043, Rates on Fresh Meats and Packing House Products, here in Atlanta during last week— We are also gratefully mindful of the direction you provided for us in the preparation of testimony in our original Livestock Case which was successfully concluded — — —."

Lake Wales, Fla.: "You have given very freely of your time and efforts as a member of the Agriculture Division of the State Defense Council, and it would be impossible for us to pay you in dollars and cents what this service is really worth to Florida agriculture."

The Bureau has not encroached upon the lines of work of other departments, but we have cooperated with State and Federal agencies at every opportunity to provide the grower and shipper with better marketing service. We have not set any definite, routine boundary on our duties, have gone farther than might be expected to be of service. We have, however, kept within the law and have respected statutory limitations, both as to activities and the expenditure of State funds. An illustration of service provided not "in the book" was that of handling for produce buyers on the lower East Coast their appeal for sufficient allotment of gasoline to properly carry on their business and serve the growers, after local and State boards had reduced allotments so low they could not operate. Not only buyers and growers selling to them in Florida appreciated the successful handling of this appeal, but the National League of Wholesale Fresh Fruit and Vegetable Distributors issued a special trade bulletin to its membership over the United States on the matter, and expressed appreciation to the Bureau for its help. Almost a book of similar instances could be written about services we perform outside cut-and-dried routine.

A word about the employees of the Bureau, servants of the State, is in order. That the Bureau force is experienced, qualified and capable is so well established it is unnecessary to make special reference here. Creditable, however, is the fact that with their specialized training and experience, in demand at higher pay, the Bureau did not lose any employees, except of course to the fighting forces, through transferring to jobs that would have paid them much higher wages in war time. The loyalty to the State by this force at least deserves mention in this report.

The administrative officials of the Bureau were far sighted enough to purchase the most essential supplies and equipment in quantity in advance of the period of scarcity, with financial saving to the State and without our services being curtailed or impaired by shortages. Printing, folding, addressing and similar machinery that was badly worn or inadequate was replaced while new equipment was available. Every employee likely to be called into the armed service took the time and patience to acquaint and familiarize at least one and in some instances two and as many as three other employees with his duties. The work, therefore, would have gone on. Another advantage was that trained alternates could substitute during vacations or illness, and make shifts in emergencies so that service is always unimpaired.

The Commissioner and the Assistant Commissioner have continued the basic, original pattern of Bureau service, one handling largely field duties and outside general public relations, the other remaining on the job supervising and handling much of the inside detail and the general mechanics of the Bureau's operations such as: Conferences, market news, inspection, For Sale, Want and Exchange Bulletin chief editorials and general run of contents, Bureau mail, telegraphic and telephone inquiries, purchase of supplies and equipment, and other details and services that requires experience, judgment, special training and honesty.

Before the next biennial report is prepared, we think and let us pray that the present World-wide War will have terminated. Agricultural marketing in the period of readjustment during the immediate postwar period and for years ahead will require the best brains and the most courageous officials on the part of the State of Florida to serve the agricultural industry of this State. The Florida State Marketing Bureau has the ability and aggressiveness to so serve. Our force has years of experience predating both World Wars and postdating the first World War, and will not have to place amateurs on the payroll that would need training at State's expense. With sleeves rolled up we are ready for whatever conservative action that may be necessary to make Florida agricultural marketing all that it should be.

Financial statement for the period July 1, 1943 to January 1, 1945 follows. More detailed and minutely itemized information for the current biennial period was given the Budget Commission as a base in estimating our financial requirements for the 1945-47 biennial period. Despite the increased cost of supplies, equipment and in general a cost increase in practically all necessary and regular expense items, we have held down our expenditures without reducing our service to the agricultural industry of Florida. Frankly, I am proud of the record of economy and efficiency in handling finances that has been established and followed by the Florida State Marketing Bureau since it came into existence in 1917.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1943 to January 1, 1945

For Period July 1, 1943 to July 1, 1944

APPROPRIATION FOR YEAR ENDING July 1, 1944	\$75,969.25
CREDIT Federal-State Inspection check	1,598.74
TOTAL AVAILABLE	\$77,567.99

EXPENDITURES (12 Months)

SALARIES	\$35,918.80	
NECESSARY & REGULAR EXPENSES:		
PRINTING	\$1,402.38	
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.		
ADDRESSOGRAPH	23.54	
Upkeep and supplies.		
POSTAGE	2,094.70	
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa and 8 road guard stations, miscellaneous.		
TELEGRAPH	506.18	
General office, leased wire maintenance.		
STATIONERY & OFFICE SUPPLIES	1,303.87	
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc.		
TELEPHONE	553.25	
Monthly regular, and long distance.		
TRAVELING EXPENSES	6,093.73	
Commissioner and 4 Marketing Specialists, field duties.		
RENTAL	3,320.00	
Jacksonville offices.		
MARKET NEWS	14,950.55	
Daily reports, 8 field stations, general overhead expenses.		
	\$30,248.20	\$66,167.00
CREDIT CARRIED FORWARD to year July 1, 1944-July 1, 1945		\$11,400.99

For Period July 1, 1944 to January 1, 1945

APPROPRIATION for year ending July 1, 1945	\$75,969.25
Unexpended balance brought forward from 1943-44	<u>11,400.99</u>
TOTAL AVAILABLE	<u>\$87,370.24</u>

Expenditures (6 Months)

SALARIES	\$18,576.48		
NECESSARY & REGULAR EXPENSES:			
PRINTING	\$2,760.47		
ADDRESSOGRAPH	1,403.28		
POSTAGE	1,249.55		
TELEGRAPH	181.76		
STATIONERY & OFFICE SUPPLIES	453.23		
TELEPHONE	358.50		
TRAVELING EXPENSES	3,536.35		
RENTAL	1,560.00		
MARKET NEWS	<u>5,827.47</u>	<u>\$17,330.61</u>	<u>\$35,907.09</u>
CREDIT BALANCE AVAILABLE			
For remaining six months period January-June 1945			\$51,463.15

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FOR PERIOD
JULY 1, 1944 TO JUNE 30, 1946



204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA



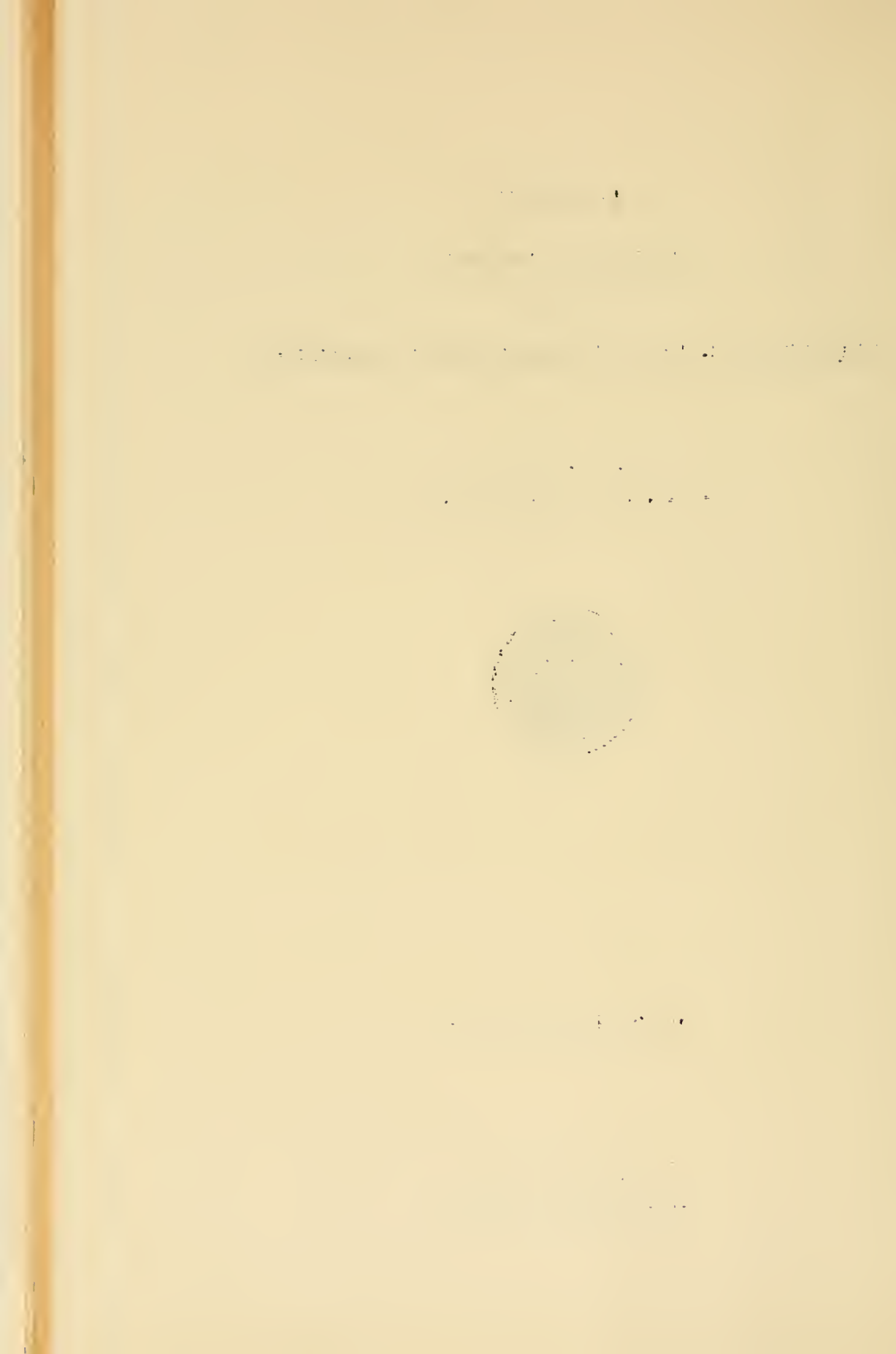
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FOR PERIOD
JULY 1, 1944 TO JUNE 30, 1946



Reading time, 45 minutes

204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA



Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency,
Honorable Millard F. Caldwell,
Governor of Florida.

Sir:

I have the honor to herewith submit to you the
Fifteenth Biennial Report of the Florida State Marketing
Bureau for the Fiscal Period — July 1, 1944 to June 30, 1946.

Neill Rhodes,
State Marketing Commissioner.

Jacksonville, Florida.

October 18, 1946.

Fifteenth Biennial Report

THE BUREAU PERSONNEL

Neill Rhodes	Commissioner
C. R. Hiatt	Specialist, Fruits and Vegetables
L. H. Lewis	Specialist, Livestock and Field Crops
F. W. Risher	Specialist, Poultry and Dairy Products
F. H. Scruggs	Specialist, Market News
Edna G. Ferguson	Secretary
Effie L. Cureton	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Caryl Cooper	Telegrapher
W. L. Jackson	Mechanical Foreman
W. J. McKelvey	Mechanical Operator
Fred O. Witt	Mechanical Operator

F. L. Lothamer	Market News Representative, Tampa
T. J. Mullin	Market News Representative (cooperative) Miami



**FIFTEENTH BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU**

Statutory requirements that State Departments must review their official performance at regular intervals for public appraisal have not specified that such agencies give a preview of what they expect to accomplish, say in the biennial period ahead. Like the famous whiffenpoof bird therefore, they fly ahead looking backward long enough to submit biennial reports.

The credit due for Florida agricultural production in the last two years rightfully belongs to those who actually did the job, Florida producers. Rather than center attention upon our part in connection therewith, let us instead first turn the spotlight on Florida production and valuation, and applaud the growers who made it possible,—helping as they did so much in the victorious conclusion of another global war within the last two-year period.

The two-season period ending June 30, 1946 has been quite remarkable in some respects. Beset with shortage of labor, containers, farm and grove machinery, and miscellaneous production items, the growers of Florida have produced more fruits and more vegetables than in any two years of their history. There was the difficult job in the 1945-46 season of handling a citrus crop having the largest proportion of late bloom fruit ever experienced. Like Flanagan's report, ceiling prices were on, then off again, then on again. There was the steel strike, the tugboat walkout in New York harbor and the coal and rail strikes. Nonetheless Florida citrus enjoyed a record breaking volume in 1945-46, exceeding any previous season's amount. Canneries used nearly one-half of the total production,—or equal the total production of Florida citrus some ten years ago. Fresh citrus exports were resumed in limited volume. Promising new developments were frozen concentrated orange juice, orange juice conversion into dry powdered form, house delivery of orange juice on "milk routes," and the commercial use of seeds in oil manufacture.

As farmers took second wind after the war, another record was made: The Florida watermelon acreage of 53,000 acres in 1946 was 13,000 acres above the previous high of 40,000 acres in 1929. And a planted acreage of 107,450 acres of beans in the 1945-46 season further emphasized Florida's agricultural importance.

Bearing in mind the Florida fruit and vegetable production, if we consider statistically the still larger number of agricultural producers in the United States, the amazing production of the many different crops,—hundreds of thousands of acres of this, millions of pounds of that — and the multiple millions of American consumers, the dimensions become so great that we almost lose perspective. Indeed agriculture is big business, but composed of millions of small units. Every sixth person lives on a farm.

The greatest number of people inhabiting our largest cities are not within the area of the greatest winter-time vegetable production, but

instead just opposite it geographically. The southernmost producer therefore makes his winter garden available to the northerly consumer. The distance has been less a factor as faster transportation and better transit conditioning have developed.

In World War II the American producing centers were drawn much nearer European consuming areas by air cargo transit. It was possible to sky move perishables to any place in the world in less than half the time required to move a car by rail on the fastest schedule across the United States. Having become world wide acquainted through comradeship in arms, having supplied our own forces abroad and also those of allied nations with food products, we have gained valuable experience and made contacts for export merchandising some of our agricultural production. Perhaps the food that we have sent overseas on charity basis will be worth its cost in advertising American production, and in building up good will.

Let us not forget however that many nations on their backs now will be very much on their feet tomorrow,—consumers of our free food today will compete with us in overseas markets for the merchandised food of tomorrow. Labor costs will be an important part of the per-package delivered cost of American production exported overseas, and labor cost is lower in many other countries than in the United States. For export distribution of fruits and vegetables there are some problems not encountered in domestic marketing. The rate of exchange and the complicated money situation for instance must be adjusted satisfactorily. Banking arrangements and the prompt clearance of papers must be assured in advance.

Not only will we have increasing domestic competition among ourselves, but competition in European markets, and competition from imports in our United States markets. We all know of Canadian rutabagas, Mexican West Coast and Cuban peas and tomatoes, Sicilian lemons, Holland cabbage, Belgian grapes, endive, etc. It is no farther from us to foreign consumers than from foreign producers to us, but import competition from Mexico and Cuba is of grave importance to the Florida grower. The better economic condition of the United States makes it a better export market for the foreign countries than they can provide for our agricultural exports.

That no more than a foreign shipper should have, and no less than a Florida shipper is entitled to, is a vegetable tariff high enough that it will not cost the Florida shipper more than the foreign shipper to place a car of vegetables on any American market. Our American markets provide the outlet without discrimination against competitive grade and quality,—if it costs the exporter less, labor, packing and transportation included, his profit is relatively higher. If foreign labor and the all inclusive delivered destination costs of vegetable imports are less than those of Florida shipments, the foreign exporter still may realize relative net returns even when the market breaks to such level that Florida shipments bring only break-even or minus returns. Should the market become so weak that import vegetables bring only charges, or say less than delivered costs,—this being the only factor it seems that prevents such imports,—then the Florida shipments yield proportionately greater red-ink sales, assuming both domestic and import offerings are about equal in quality. Why the South Florida tomato growers or sugar cane producers should be forced to yield American

markets to Mexican or Cuban export competition, to the point of bankruptcy does not seem to be a fair deal to the Florida producer. Our exports consist mainly of products not grown or largely manufactured in Cuba or Mexico, yet imports from these sources such as peas, tomatoes, etc., are produced in large domestic competitive volume within the United States. An American producer should be privileged to realize a return on an American fresh product, sold on an American market, that will equal net that of the foreign shipper.

The Florida Vegetable Committee has done fine work on the tariff situation, and \$5,000 of the Bureau's annual appropriation goes to aid them in keeping up the fight.

The two-year production approximated 251,693,000 containers, composed of citrus boxes, 1½ bushel crates, bushel hampers, and 50-pound sacks, etc. presuming all were packed. This production, which includes shipped-out, canned, and locally consumed, had a combined two-year Florida f.o.b. packed gross value of \$673,915,000.

Prices during the 1945-46 season for all fruits and vegetables combined averaged approximately 6¢ lower per container than in the 1944-45 season.

The 1945-46 volume was around 137,485,000 containers, with a gross value of \$364,330,000, as compared to 114,198,000 container volume for 1944-45 season, with a gross f.o.b. value of \$309,586,000.

Rail and truck volume of all fruits and vegetables approximated 158,552 carloads, as compared to 140,026 carloads for the previous year. Canned volume of citrus amounted to nearly 41,871,161 boxes, or 104,700 carloads of 400 boxes per carload, as compared to 29,483,000 boxes, or 73,708 carloads in 1944-45 season. Trucked-out of Florida shipments approximated 25,604 carloads as compared to 17,161 in 1944-45 season.

Rail express and interstate truck shipments during 1945-46 season accounted for 42% of the citrus crop, with 53% canned and approximately 5% consumed within the State.

Rail express and interstate shipments accounted for approximately 86% of the vegetable and miscellaneous fruit crops, with about 11% locally consumed and 3% canned or processed in the 1945-46 season.

During the past two seasons nearly 71,354,000 boxes of citrus were canned or processed out of two crops, totaling around 155,000,000 boxes, which shows a remarkable development, an increase over the 17,812,227 canned in the 1940-41 season and the 7,305,512 boxes canned in 1936-37 season.

During the two years ending June 30, 1946, the citrus growers have produced 155,000,000 boxes of citrus worth \$438,143,000. Miscellaneous fruits amounted to \$20,079,000 and vegetables had a gross f.o.b. value of \$215,680,000.

The gross f.o.b. packed value of all fruits and vegetables in Florida during the two seasons ending June 30, 1946 amounting to \$673,915,000 was

Fifteenth Biennial Report

almost equal to the \$674,876,415 for the combined prewar seven-season period ending June 30, 1941.

Foreseeing large fruit and vegetable production such as Florida had in the two-year period under review, this Bureau initiated many years ago, 1922 it was, voluntary official inspection and certification of Florida products at shipping point. The volume was small then, discouragement great, for grades were first to be established on which inspection could be based. The Bureau and the U. S. Department of Agriculture brought Florida inspection into existence, nurtured it through adolescence and have continuously sustained it without either Federal or State financial nourishment. Practically every grade now used in Florida was adopted after trying out tentative standards by the original USDA-FSMB inspection service. In the year ending July 1, 1945, the Florida State Marketing Bureau and the U. S. Department of Agriculture cooperating inspected 96,915 cars of maximum average loading. For the year ending June 30, 1946, 107,613 cars were inspected,—the all time high record for the service, and sufficient by wide margin to again lead the nation.

The Marketing Bureau began and developed official shipping point grade and condition inspection for Florida citrus fruits, for all the leading vegetables, but not these alone. Likewise official Federal-State inspection of eggs and poultry products for Florida was started by the Bureau. Continuous plant inspection for processed fruits and vegetables, used principally by citrus canneries, has in like manner been nurtured into healthy project stature by the same Federal-State arrangement. In the last two-year period still another service has been provided, namely, peanut inspection in West Florida. From an unknown position and 162-car volume in 1922 to top place in current seasons, leading all states and nearing the total volume inspected of one million cars thru the 1945-46 season is the record made. We dared to pioneer in attaining national leadership.

The extensive market news service for Florida, covering citrus fruits, all the principal vegetables, poultry and eggs, cattle and hogs, etc., and special field reporting stations, has been improved and materially expanded in the last two years.

Teletype facilities were extended to include the Hastings potato station in 1946 for the first time, full season two-station service for the lower East Coast and the Everglades vegetable growers and shippers has been added, more products have been included and a generally better, rounded out service provided. Perhaps the most noteworthy new service of the Lakeland Citrus office is supplying the Florida Citrus Commission detailed distribution data which are used in conjunction with their current advertising program throughout the year and particularly for setting up their program just prior to the start of each citrus season. Beginning the latter part of 1944-45 and continuing thru this season we have furnished the Commission a monthly report of distribution by boxes for Florida oranges, grapefruit and tangerines to all towns and cities, a total of around 1,100 destinations. At the end of each season an annual report of the distribution of Florida oranges, grapefruit and tangerines separately by months and the total for the season is furnished the Commission.

The semi-weekly Shippers' Reports on oranges and tangerines were mailed to shippers generally and consisted largely of detailed destination information to larger receiving points segregated by days, weeks and months with comparisons of previous season. These reports are aimed primarily on making available the most timely destination information so one can tell at a glance whether any particular market is receiving its usual quota or not. These shippers' reports have only been available in 1944-45 and 1945-46 with exception of inaugural trial report on Valencias in 1943-44.

During the last season a segregation of Indian River fruit in the Florida shipments was added following numerous requests for such data. With the increasing importance of cannery output for both oranges and grapefruit, together with the beginning of processing of tangerines in a volume way, the segregation of Indian River shipments by classes is very pertinent information.

Complete newspaper coverage for the entire citrus belt was made effective when the Miami Daily News started using complete Citrus CND information last season. The Orlando Morning Sentinel, Tampa Daily Tribune and Miami Daily News all carry complete CND information as released by the Lakeland Office. These CNDs include: shipments, East, West and South segregation, Potomac Yard and Cincinnati Passings, and diversions and complete auction sales on the ten leading markets for both Interior and Indian River Florida citrus fruit, together with California oranges and Texas grapefruit. The combined Orlando and Tampa papers furnish good coverage for the Interior Citrus belt while the Miami paper takes care of the East Coast or Indian River section. Our daily citrus mailing list is approximately 1,500, with a Shippers' Report list of around 125. Principal supplementary reports include: Monthly Truck Distribution Report, Annual Review and Annual Citrus Summary.

We now provide the growers with the daily carlot shipments of fruits and vegetables from Florida and from every other State, as well as daily import arrivals from Mexico, Cuba, Canada and the West Indies; likewise, we provide information as to carlot passings at the principal diversion points. Daily arrivals and cars on track are provided for the twelve most important northern markets, as well as market tendency and quotations on fruits and vegetables from Florida or competing States. We operate field stations to better serve the Florida grower and shipper at Lakeland, Plant City, Belle Glade, Pompano, Sanford, Hastings and Leesburg.

The comprehensive set-up of both the market news and shipping point inspection projects has been provided for and used extensively by both the citrus and vegetable industries of Florida statewide.

The For Sale, Want and Exchange Bulletin, published semi-monthly by the Bureau, has attained such popularity and serviceability that not only the regular content of agricultural listings but its editorials, special articles and the entire text must be "well gotten up." The circulation of the Bulletin has gained rapidly in the past two years, and without any solicitation on our part or effort other than to make the Bulletin more useful and creditable to Florida agriculture, it has reached a mailing list total of nearly 40,000, and a reading circulation of possibly 100,000.

Fifteenth Biennial Report

Space does not allow, nor for that matter does proper consideration for official and public readers permit, detailed mention of all other activities, many equally as essential and helpful.

The men of the field, what of the services of our marketing specialists? Briefly, they have helped to market 193,038 head of cattle and hogs and about a half-million dollars worth of miscellaneous farm crops. They have attended 603 breed and fat cattle shows, egg shows, calf and cattle grading demonstrations, hog shows and sales, poultry and other meetings of farmers, pecan and sweet potato grading and marketing demonstrations, estimated attendance about 35,750. They also assisted with 12 dairy cow auction sales. They have helped in the planning and building of livestock auctions, auditoriums and exhibit rooms, made numerous trips to Washington for relief of producers on quota and slaughter regulations, etc., and in aiding the poultry industry present its case for price adjustment on poultry, meat and eggs. Have prepared Beef Cattle, Hog, Poultry and Turkey bulletins, which were printed by the State Department of Agriculture, and prepared many editorials and special articles for the agricultural press of the state. They, through supervised grading, standardizing, processing and selling of butter, eggs, poultry, turkeys, etc., directly and indirectly aided in the sale of products valued at \$4,279,238.00. They participated in 410 conferences, wrote 5,020 letters.

Including the volume of work accomplished by the clerical force, the boys in the printing room, the Market News Specialist, and the Commissioner, results have been sufficient to show that where there has been a need, there has been a Bureau service or representative to provide it.

Just a word about economical operation, the keynote and pride of the Bureau: We turned back to the State unexpended appropriation of \$6,671.14 June 30, 1945. June 30, 1946 we brought forward \$8,413.77. Since the Assistant Commissioner became Commissioner June 7, 1946, he has saved the State the Assistant's salary. In the fiscal year ending June 30, 1947, every economy possible will be practiced—we shall as heretofore remain well within the funds allowed.

Looking around and ahead, Florida agriculture as a whole is in the strongest position financially,—in its history perhaps. The war-time inclination to lower quality must disappear. Then when many times because of strong demand and OPA ceilings the cull brought nearly as much as high grade, the human instinct was followed, and many cashed in on the opportunity. It will not be so in the future.

There will be an increase in the use of frozen foods. Quick freezing by portable units at Florida production points may be expected if cost is not prohibitive.

There will be, and must be better usage of surplus products and of low grades. What nobody gets, wastage in farm products, somebody pays for. That is not economically sound in principle nor humanitarian in effort.

Packaging will probably show greater development than other factors of agricultural marketing. Perhaps sooner than we expect, consumer packs will be tried out at production points. A lot of research work

was done in war-time, and has continued since, on container materials and construction which should be helpful. We have come a long way from the time the only processing known was sun-curing fruits and vegetables. Then slowly step by step came methods such as smoking, salting, spring-house cooling, canning and lastly frozen food processing. Since pre-packaging protects against waste loss, loose goods spillage, insect infestation, evaporation of liquids, spoilage thru loss or gain in moisture, and pilferage, and creates good will toward the product by reaching the consumer in better condition than loose, we may expect development along that line.

The self-service feature of the larger chains sets the stage for popular consumer reception of pre-packaged offerings of not only fresh fruits and vegetables, but meats. We may expect to find in the near future wider assortments of ready prepared foods, sooner or later a pre-cooked, ready-to-serve meal that has been frozen pre-cooked.

Should the frozen foods line really develop to be competitive to fresh vegetable volume, shippers may find it to their advantage to package vegetables in consumer units in producing centers and keep under continuous refrigeration till they reach the consumer. It is not too early to stalk this game, and start research along the trail of the fresh food distribution of tomorrow.

While airplane transportation of agricultural products is largely in the experimental stage, it has definite advantages and will compete with rail lines and truck carriers for certain perishable crops. Faster service in general, better refrigeration and pre-cooling, storage, air conditioning and all around transit preservation awaits the growers' products of tomorrow.

So the Florida fruit and vegetable producer must cater to the taste, the appetite of the consumer, in quality he prefers and as much quantity as he can use and pay for. The Commissioner has given much thought and sincere, sympathetic study to a means of increasing food distribution by increasing consumption thru a food credit risk underwritten by the Federal government. The plan is something new; it has survived critical blows of some of the nation's top marketing experts. It was outlined in detail in the June 15th issue of our Bulletin. It should go a long way toward solving an all-time marketing problem, and what is even more important, prevent any American family from going hungry.

We cannot put California and Texas out of business and no one should be so foolish as to try. We cannot thermostat control the weather so early heavy killing frost will remove competition to our first Fall vegetables and delay it till our late Spring crops are harvested; nor can we regulate the rain, wind and frost inside our own borders. Some day winter-time vegetable production will have to be marketed under a clearing house or some kind of national stabilization plan. Marketing is no longer confined to State borders; it is of national and indeed international scope.

When the scarcity period of high priced farm products is over and we have the surplus problem again, we shall have along with it a greater number of middle and low-income groups who could use those surplus products in either fresh or processed state. Most markets have been exploited by alert marketing agencies; perhaps the smaller cities, towns and

villages could use more, but the best remaining outlet, the one the least really utilized, is that of the low-income group. Since the majority of American consumers in normal times fall within the low-to-middle income class,—and the farmer still has a large proportion of No. 2 and unclassified grades in his production,—if the low income group cannot afford the higher grades, it seems the wiser course to provide that group with lower grades which they may be able to purchase, than to let such production rot in the field. Instead of spending so much effort and money trying to increase distribution among the top eight percent group of families with incomes averaging \$5,000 and over per year, we should capitalize more on distribution of our fruits and vegetables among the ninety-two percent group of American families with incomes averaging below \$5,000 per year. Something is wrong with our distribution and economic conditions when thousands of cars of food products waste in surplus while at the very same time thousands of American people suffer in famine.

Every Floridian should be interested in, and those directly engaged in agricultural endeavor are vitally concerned in a further rounding out, of extending the Florida Fall-Winter-Spring marketing season. One way to accomplish that is by supplementing fruit and vegetables with livestock, poultry, dairy and other types of farming. For the product of some of these lines of agricultural endeavor, we have as good Summer market inside Florida as we have a Winter market for fruits and vegetables outside the State. Encouraging processing, canning and frozen foods facilities for the fresh perishable fruits and vegetables, and manufacturing facilities for further utilization in by-product form will be helpful, for whatever amount is thus used is that much removed from current fresh perishable food market channels.

Reasonable transportation costs and freedom from interference in delivery to any United States market without extra assessments in connection therewith, is worthy of every necessary effort to secure and maintain the privilege of hauling perishables by truck, rail or plane.

We all want to see the grower get cash for his produce,—he is usually least of all able to extend credit accommodations, yet is too often forced to do so. The farmer should not have to take checks from individuals he has never seen before, and may never see again. Letters of credit, surety bonds, traveler's checks, cash and other means are available to truckers or other buyers, and they should be required by the farmer for his protection.

Weather forecasting facilities to every growing section should be available and so extended. Records prove that weather adversities are major problems. Bad as these sometimes are, the winter production fares better than would a full summer-time truck crop production for fresh sale on the Northern markets.

We may expect new crops and diversification of the old reliables, old crops springing up in new sections, different kinds of vegetables given trial growing in sections where one main crop has so long been the practice. Where the crop can in the net be the most economically grown and advantageously marketed is where we may expect our future centers of field activity. In the migration let us hope operations do not cross borders, that

sound tariff protection will prevent Americans from growing truck crops in foreign sections.

What can we substitute for the demand and market created by war-time domestic and export outlets? If there were the war-time demand in peace-time, we would have a minor marketing problem: Finding a replacement market for the war-time volume is the problem to solve, or else we face eventually drastic production curtailment. We shall have to take advantage of export and domestic outlets; of canning, processing and freezing facilities, of manufacturing into by-products in the feeds and plastics fields; of surplus-purchase programs; and of getting these products more widely distributed among the low and middle-income groups.

We believe the Bureau organization has the ability to keep step with future conditions, and stay abreast with progressive marketing in its many diverse requirements. Marketing is our business, better marketing has been our objective since the Bureau started in 1917. Our Marketing Specialists have a sympathetic grasp of Florida agricultural marketing conditions, the knowledge of how to best use existing facilities to the advantage of the producer, and sufficient experience and fundamental, conservative background to lay workable plans for future progressive marketing.

Regardless of how detailed the service recapitulation of a public agency may be for current or all inclusive biennial periods, its real worth cannot be measured by performance alone. If it could also be determined how much the agricultural progress of a State would have been retarded, how much less growers would have received for their production, how much more it might have cost the producer to grow and sell his crops had such agency not existed, then would we know its worth. The cost of maintaining the Florida State Marketing Bureau in dollars and cents in the current biennial period is detailed in the financial statement that follows:

Fifteenth Biennial Report

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1944 to June 30, 1945

APPROPRIATION FOR YEAR ENDING June 30, 1945.....	\$75,969.25
Brought forward from 1943-44 Appropriation.....	11,400.99
TOTAL AVAILABLE.....	\$87,370.24

EXPENDITURES (12 Months)

SALARIES\$37,243.00

NECESSARY & REGULAR EXPENSES:

PRINTING\$7141.95

Maintenance of equipment and supplies,
such as paper, envelopes, ink, etc., for
issuing daily markets reports, bulletins, etc.

ADDRESSOGRAPH 1560.98
Upkeep and supplies.

POSTAGE 2782.71
General office mail, semi-monthly
bulletins, market reports, daily mail
reports from Miami, Tampa and 8
road guard stations, miscellaneous.

TELEGRAPH 428.50
General office, leased wire maintenance.

STATIONERY & OFFICE SUPPLIES..... 1084.65
Office equipment, rating agency subscrip-
tions, trade directories, typewriters,
stationery, ink, stencils, water, etc.

TELEPHONE 589.95
Monthly regular, and long distance.

TRAVELING EXPENSES 7740.64
Commissioner and 4 Marketing Specialists,
field duties.

RENTAL 2860.00
Jacksonville offices.

MARKET NEWS 19,266.72
Daily reports, 8 field stations, general
overhead expenses.

\$43,456.10

\$80,699.10

TURNED BACK TO THE STATE June 30, 1945.....	\$ 6,671.14
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FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1945 to June 30, 1946

APPROPRIATION FOR YEAR ENDING June 30, 1946	\$86,571.25
Credit, sale of old equipment replaced with new	871.60
TOTAL AVAILABLE	\$87,442.85

EXPENDITURES (12 Months)

SALARIES	\$35,590.94
NECESSARY & REGULAR EXPENSES:	
PRINTING	\$6687.91
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH	325.40
Upkeep and supplies.	
POSTAGE	1963.15
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa and 8 road guard stations, miscellaneous.	
TELEGRAPH	400.37
General office, leased wire maintenance.	
STATIONERY & OFFICE SUPPLIES	1157.61
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc.	
TELEPHONE	546.55
Monthly regular, and long distance.	
TRAVELING EXPENSES	6189.34
Commissioner and 4 Marketing Specialists, field duties.	
RENTAL	3120.00
Jacksonville offices.	
MARKET NEWS	18047.81
Daily reports, 8 field stations, general overhead expenses.	
TARIFF COMMISSION	5000.00
	<u>\$43,438.14</u>
	\$79,029.08

CREDIT CARRIED FORWARD to year July 1, 1946-June 30, 1947 \$ 8,413.77

IN MEMORIAM

L. M. Rhodes was born in Carroll County, Tennessee, October 13, 1874, and died in Jacksonville, Florida, June 17, 1946. His early life was spent on the farm and teaching school. He was of rugged stock with the spirit of the pioneer.

He entered the work as lecturer and organizer of the Farmers Educational and Cooperative Union of America in 1907 which work took him over many States and he became a national leader in that organization. It brought him in contact with statesmen in Washington and his appearance before congressional committees influenced legislation on measures relating to agriculture.

In 1917, he was appointed to the position of Florida State Marketing Commissioner, which position he held to his death. No man in public life was known personally by more people in Florida than your friend and mine — L. M. Rhodes. His character and personality were such that it was a benediction to associate with him.

A man whose life was an inspiration to all who knew him, whose good name stood for all that made for noble living, whose character labeled him as God's nobleman, when called to go left all who knew him with sad hearts.

Mr. Rhodes was a man of superior mind, of integrity as unblemished as the heart of a Saint, as generous as a mother to a child, as ardent for a humanitarian cause as a St. Paul. For a quarter of a century his voice was heard from the Atlantic to the Pacific always pleading for the cause of the poor. In his life he knew hardships and what it meant to struggle for a competence but proved himself a master of circumstances.

He rejoiced at all things good and deplored all things vile. His ambitions were praiseworthy and his aspirations gave meaning and purpose to life. Were all men of this earth such as he there would be no need for prisons, criminal courts, or wars.

It is glorious to so live that when the summons comes there will be no regrets and all must feel the loss of a great soul. — Such a man was L. M. Rhodes.

Farewell, friend of man! Your life has been an inspiration and an exemplification of one who loved the Lord. So sure as life continues in another sphere, so certain will a welcome be given our friend by the redeemed in the mansions not made with hands.

— T. J. Brooks

IN MEMORIAM

Mr. S. W. Hiatt succumbed July 17, 1945, to a heart attack in Gainesville, following a major operation. Mr. Hiatt joined the force of the Florida State Marketing Bureau in 1929 and served as our Marketing Specialist in Fruits and Vegetables, until his death.

To know this man on casual acquaintance was to respect and like him; to know him more intimately in his official capacity and observe his conscientious, fair-minded spirit in the performance of his duties was to admire him. To have the privilege of his association as a co-worker was to love him.

The Bureau entrusted matters of weight and importance, requiring tact and skill to conclude, for Mr. Hiatt to handle, resting assured that such assignments would be discharged honorably, fairly and creditably. Not once did he lose his head, never did he embarrass the department, always he exceeded expectations in his specialty of service.

His patience under stress and poise under the most vexatious tasks equalled those of any public official I have known. His fortitude in hour of tribulation was as remarkable as commendable, — he carried on with a smile though his heart was heavy many times. Never was the statement more true than in this instance: He was a good man.

No man had greater love for his family than S. W. Hiatt. He once told me his greatest investment and his fondest asset in life were his children. Of these, noble sons and exemplary daughters, his every hope must have been fulfilled, his every pride in them was amply justified. Their attainment of success and their loftiness of character have rewarded well his fatherly interest and devotion.

Our deep sympathy to his family cannot amend the irreparable loss they have suffered, — condolence in time of such bereavement is so impotent, so deficient, though our endeavor to lighten their sorrow be ever so great. But there is this compensation: He left an enviable credit balance in the book of life. The memory of S. W. Hiatt can never bear a trace of ifs and buts, nor conditions and qualifications, for there were no blemishes on his character. His thoughts were sublime, his actions all of them were well tempered in conception and magnificent in execution. His deeds for Florida agriculture will live long after him.

— Neill Rhodes

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SIXTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU

FOR PERIOD
JULY 1, 1946 TO JUNE 30, 1948



505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

**SIXTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

FOR PERIOD
JULY 1, 1946 TO JUNE 30, 1948



505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency
Honorable Millard F. Caldwell
Governor of Florida

Sir:

I have the honor to herewith submit to you
the Sixteenth Biennial Report of the Florida State
Marketing Bureau for the Fiscal Period — July 1,
1946, to June 30, 1948.

Respectfully,
Neill Rhodes
State Marketing Commissioner.

Jacksonville, Florida

July 21, 1948

Sixteenth Biennial Report

THE BUREAU PERSONNEL

Neill Rhodes	Commissioner
C. R. Hiatt (Pending release U.S.Army)	Specialist, Fruits & Vegetables
L. H. Lewis	Specialist, Livestock and Field Crops
F. W. Risher	Specialist, Poultry and Dairy Products
F. H. Scruggs	Specialist, Market News
G. N. Rhodes	Specialist, Livestock Market News
W. L. Jackson	In Charge Printing and Mailing Room
Edna G. Ferguson	Secretary
Effie L. Cureton	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Caryl C. Michael	Telegrapher
Fred O. Witt	Mechanical Operator
H. L. Mayberry	Mechanical Operator
Kenneth Hunter	Mechanical Operator

F. L. Lothamer	Market News Representative, Tampa
John B. Phelps	Market News Representative (cooperative) Miami
D. L. Smith	Market News Representative (cooperative) Orlando

OFFICE HEADQUARTERS — 505 W. Adams Street, Jacksonville, Florida
OFFICE HOURS — 8:30 A.M. — 5:00 P.M. Saturdays, Close at noon.

Sixteenth Biennial Report

SIXTEENTH BIENNIAL REPORT FLORIDA STATE MARKETING BUREAU

The Biennial Report of an important State institution which provides multiple services in many different projects could be prolonged into hundreds of pages. Or such resumes could be so abstracted and condensed that a summary of activities would be incomplete. Most official reports are quite voluminous. I dare say that if the number of pages of the average reports were proportioned to the relative number who ever read them, little more than the title and a few subsections would be necessary. It will, therefore, be the purpose of this report to strike mid-ground between the two extremes.

Much of the work of the Florida State Marketing Bureau consists of annual summaries and reports. For instance, the citrus summary Marketing Florida Citrus 1946-47 Season, issued by the representative in charge of the Lakeland station conducted jointly by the Florida State Marketing Bureau and the U. S. Department of Agriculture, covers 111 pages — one season for only citrus. The annual fruit and vegetable report of the Bureau for the 1946-47 season, 1700 copies of which were distributed, contained 86 pages — and it was devoted principally to fruits and vegetables. Similar but some shorter summaries are issued annually by representatives in charge of the Federal-State Market News Field Reporting Stations, such as Marketing Florida Watermelons; Summary of Strawberry Season; Review of South Florida Snap Beans, Lake Okeechobee Cabbage; South Florida Peppers; South Florida and Hastings Potatoes; South Florida Tomatoes; Florida Celery, etc. Those annual summaries have included detail which will not be repeated in this report.

The Need for the State Marketing Bureau

The need for a Marketing Division in the State Department of Agriculture is well emphasized by the size, diversity and value of Florida agricultural production. What is the picture? The approximate land area of Florida is 34,727,680 acres of which acreage 13,083,501, or 37.7%, consists of land in farms according to the 1945 Census Report of the Department of Commerce. Based on the 1946-47 season, or the year 1946, the Florida orange, grapefruit and tangerine grove acreage was 400,000 acres; vegetable acreage 225,000 acres. Including non-citrus fruits, berries, pecans, strawberries, watermelons, etc., the total fruit and vegetable acreage was 716,000 acres. There were 2,107,000 head of Florida livestock with a gross value of \$92,739,000. The gross sale of poultry, eggs and dairy products amounted to \$54,700,000. The general field crops had a farm value of \$51,917,000. The gross sales of the agricultural group, all products, amounted to \$409,745,000. When the republic was created, three-fourths of our people were directly engaged in the production of their own living. Then the marketing problem was simple. Today, roughly one-fifth of the Nation's population, some 26,000,000 people, live on farms.

In most Florida counties there is a county agent, home demonstration agent, vocational agriculture teacher, one or all devoting their activities principally to the growing of Florida's many products. They all are essential,

their maintenance by ample financial support very deserving and fully justified. It has been our duty and pleasure to continue the closest cooperation with them all. Yet, aside from the cooperative market news reporters, the Bureau has only three field specialists to cover the entire State, not one for every county to assist with the marketing of Florida production. No well informed person claims that marketing is less important than production. It has been difficult to retain even the relatively few Marketing Specialists we do have for other agencies have recognized their ability and solicited their employment at higher salaries than the Bureau is authorized to pay.

On the basis of average annual purchases of farm food products by a family of three average consumers, the 1913-15 average of the farmer's share of the consumer's food dollar was 46 percent; the 1935-39 average was only 40 percent. The farmer's share, however, increased until 1946 it was 53 percent. This department feels that in some small measure at least we have contributed to increasing the share of the consumer's food dollar which the Florida producer receives. Unless growers receive continued, conservative marketing assistance, the size of the individually held acreage will increase, but into the hands of fewer owners,—that is, farms while becoming much larger will be owned by fewer individuals operating them. According to the U. S. Department of Agriculture, the 1940 Census showed that 50 percent of the U. S. farms produced 90 percent of the Nation's total agricultural production.

The period under review has witnessed the transition from very prosperous war years back to seasons of highly competitive selling, approaching in instances prewar conditions,—for example, the 1946-47 and 1947-48 citrus crops. Citrus was among the first major fresh foods to undergo the switch. To cite only one of the several important vegetables, the 1947 Florida celery season was in the opinion of many producers the most unfavorable since carlot shipments of Florida celery first moved to market about 1899. Many unusual features combined to make the 1947 celery season extraordinary and unique. The 1948 season was one of continued low prices.

The Trend in Food Preparation for Consumers

As an illustration of how rapidly the citrus production is increasing, the total U. S. citrus bearing acreage in 1919-20 amounted to 282.1 thousand acres; in 1946-47 it was 848 thousand acres. With increased production and lower citrus prices in particular, there is a decided tendency on the part of the average American housewife away from fresh products. A national authority recently predicted that in future years the housewife might buy $\frac{1}{3}$ frozen food, $\frac{1}{3}$ canned and the remaining $\frac{1}{3}$ fresh. The trend is towards self-service units. There is increasing demand for consumer size packages which can be displayed without too much preparation and waste. The housewife is buying more and more of convenient size packages. Over the years the tendency to reduce the retail unit to consumer package of one-meal size has been pronounced. Many of the consumers who years ago bought flour by the barrel now limit their purchases to a loaf of bread or a dozen rolls. They have gone from a seasonal larder of meat hanging in the smokehouse to a single day's supply; from 100 lb bags and bushels to pints and pounds, and from products fresh to frozen solids. Food is available now prepackaged, precooked and sometimes all but predigested. Yet all this has occurred

within a comparatively few years time,—from delivery to the kitchen fresh in bulky containers to reaching the home now ready to heat-and-eat is revolutionary in trend.

The New York State Department of Agriculture and Markets made the following comment in a June 1948 release:

"The frozen food industry is being pushed commercially under the most modern methods. Because of the great convenience to the housewife and the retail stores, it seems obvious that unless the fresh fruit industry and the growers make a special effort to recapture this business, it will be lost to the primary markets. The handling of fresh strawberries by wholesalers is already practically discontinued because of frozen products. It is claimed that broccoli will soon be in this class. Spinach and tomatoes have been taken over by the consumer package operators who deal directly where possible with the retailers. However, considerable quantities of frozen produce and consumer-packed tomatoes, spinach and broccoli are still moving through the wholesale stores.

"According to the annual report of the Marketing Facilities Branch of the U.S.D.A. for 1947, the frozen food industry had a dollar volume of \$300,000,000, which is 1.7% of the \$18,000,000,000 of all food sales. There are 730 frozen food processors marketing products of more than 500 brands. There are about 1200 wholesale distributors and more than 35,000 retailers who handle frozen foods. This business is apparently only in its infancy and has many problems in expanding outlets, reducing distribution costs and developing proper methods of handling. The industry, however, is learning rapidly and if the quality of its products can be maintained, it seems probable that it will experience a large growth in the next ten years. Its effect is already being felt by the wholesale produce trade."

Marketing Services of the Bureau

The Florida State Marketing Bureau provides practically every marketing service excluding the direct handling of products. Bringing grower and buyer together so they can close their own transactions, marketing help and cooperative service to growers and shippers of all products that is non-competitive to the buyers and trade in the market for them, has been the consistent policy of the Bureau. We can walk with both producer and buyer to the advantage of each without incurring the distrust of either.

Bureau service is provided by personal interviews and conferences in our office and in the field, by extensive correspondence, by teletype, telephone, telegraph and through the press and radio. Much of the most valuable assistance of the Florida State Marketing Bureau is given through appointments and interviews, of which the public hears little. Enough could be written about those conferences alone to overflow an average size biennial report.

Our Marketing Specialist, Poultry and Eggs, during the time covered by this report has assisted poultrymen in Hernando County to organize a co-op for grading, candling and packing their eggs. This group has been doing fine and packing over 100 cases of eggs each week in cartons for one of the large chain stores. He also assisted the Pasco County poultrymen in arranging for a better market for a volume of over 200 cases per week.

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Assisted in establishing a Market News Service on poultry and eggs at Orlando, to keep the poultrymen of that section better posted and aid them in selling their products to better advantage.

The Federal-State certifying of eggs for grade continues to grow. In the year 1947 some 169,375 cases or 5,081,250 dozen eggs were thus graded. This is a cooperative project between the State Marketing Bureau and the U.S.D.A. Poultry and Dairy Inspection and Grading Division and the State Department of Agriculture Inspection Bureau. From July 1, 1946, to January 1, 1947, 78,675 cases or 2,360,250 dozen were certified and from January 1, 1948 to June 30, 1948, 102,508 cases or 3,075,240 dozen were certified. In the two year period 350,558 cases or 10,516,740 dozen were so certified, with a value of a little more than \$6,000,000.

Assisted in judging eggs and poultry at numbers of Shows, and helped judge the broilers entered in the Chick-of-Tomorrow contest.

Got out considerable publicity on the value of eggs and poultry as a food in news articles, radio broadcasts, and pamphlets. For instance, sent to retail stores 2,000 copies of the egg grading charts showing how eggs look when candled, when broken out of shell, when fried and hard boiled, grade for grade; also 6,000 copies of U. S. color grades for individual eggs and their appearance, grade by grade, when broken out ready to cook.

The regular activity, duties and services of the Livestock and Field Crops department are varied. We are put daily in contact with producers, dealers, many kinds of markets, buyers and processors. Some of our regular duties include (1) helping to develop old markets, (2) finding new markets either through additional cooperatives, cash daily, livestock auction, abattoirs and packers, or building new markets, teaching grades and standards, and furnishing much technical and statistical information relating to crops and livestock. In addition, much time has been spent in helping to develop the following projects during the past two years.

1. Livestock Loss Prevention. The annual loss USA through deaths, bruises and injuries amounts to approximately 14 million dollars. The annual losses from these items and from insects and diseases to livestock in Florida are conservatively estimated at \$750,000. Realizing the importance of those losses to producers, this department is cooperating with the Agricultural Experiment Station, Extension Service, livestock markets and meat packers in establishing a Florida committee for prevention of livestock losses in the State. This committee has met several times and much interest has been created, and substantial progress made.

2. Livestock and Crops Educational Buildings. Plans have been completed for building five such facilities in this State, and contracts have been let to practically build each through funds supplied by the State Department of Agriculture. The great need is to get sufficient funds to complete them as they will each be a channel through which all producers, organized associations, educational workers, buyers and/or others can help to establish an improved livestock and crop industry in Florida. These facilities are located at Quincy, Ocala, Orlando, Bartow and Belle Glade, and should aid tremendously all agriculture in Florida.

3. New Markets Established. The Molineaux Packing Company at Malabar was sold by the Vero Beach Company and will be expanded into a

larger outlet. Two new livestock auction markets were built (privately owned)—one at Sebring, the other at Wauchula. A third livestock auction market (Palatka) has been reopened after providing new facilities.

4. Shredding and Drying Machines. Most everyone in Florida recognizes the value of drying machines in helping to save hays, and of shredding and drying machines in helping to save certain concentrate feeds grown in Florida. During the past years some 25 shredding and drying demonstrations were given as a means of trying to help solve problems and to help save feed. As a result, two new machines for this purpose were installed, one at Bonifay, one at Penney Farms, and a third one is being established at Brooksville.

5. Grading Demonstrations. Fifteen live animal grading demonstrations and two live animal and carcass grading demonstrations have been held,—four of which were held in connection with the Agricultural Experiment Stations, two in connection with Fat Cattle Shows and Sales, two in connection with Fat Hog and Breeder Hog Shows and Sales, seven in connection with livestock auction and cash daily markets, and about one hundred private grading demonstrations have been held on farms.

6. Bulletins. The Beef Cattle and Hog bulletins, written by this department and published by the State Department of Agriculture, have been revised. They are considered among the best of their kind in the field and have been found to be practical handbooks for producers. 15,000 copies have been distributed.

7. Purebred Shows and Sales and Fat Cattle and Hog Shows and Sales. Through the State Department of Agriculture this department has helped to distribute money through purebred breeders associations for the promotion of the breed, premium money for Fat Livestock Shows and Sales, and provided numerous other services in trying to aid organized agriculture in Florida. There has been a big attendance at these educational shows. Such Shows have been a great stimulus to an improved livestock industry, not only in purebred herds but throughout the state in commercial herds.

8. Sales of Stocker and Feeder Livestock. This department for years has pushed (1) the sale of calves as one of the principal profitable incomes from cattle. We have encouraged (2) the culling of the herd and the sale of slaughter cattle and calves and (3) we have encouraged extensively the sale of stocker-feeder cattle. While stocker and feeder cattle have moved out of this state in small numbers each year for several years, through a concentration of effort large numbers of stocker and feeder cattle have moved to many other states in the Union through local buyers cooperating with producers, livestock auction managers and with buyers in other states distributing some 40,000 to 60,000 head annually during the past 2 years. This department has brought together buyer and producer and encouraged this project.

There are at present some 22 livestock auction markets, 28 meat packers and abattoirs selling and buying livestock and helping to aid all three of the above projects. The Specialists of this department have made many trips outside of the state in the interest of an improved livestock in Florida and for the purpose of helping solve marketing problems, among them the sale of stocker-feeder cattle.

9. Grooming and Fitting Demonstrations. The appearance of an animal can be tremendously changed by proper care, feed, management, grooming and fitting. Sixteen foot trimming, grooming and fitting demonstrations have been given in this State as a means of encouraging the proper exhibition of cattle at the different Shows. Such demonstrations have been of great service to those exhibiting cattle and have created interest in cattle wherever such demonstrations have been given.

10. Honey Sales. The first organized honey sale was held in Chipley in June of 1948. This sale was initiated by the honey producers (tupelo) and the State Extension Apiculturist. The State Marketing Bureau, through its Field Crops Specialist, aided in this sale by furnishing a list of reputable buyers and by contacting buyers for the sale.

11. Marketing assistance has been given the producers of peanuts, sweet potatoes, syrup, pecans, tung nuts and field crops in general.

12. In addition to the above services, the livestock department has helped directly in the sale of about 60,000 hogs and pigs, 90,000 to 100,000 cattle and calves, 4,500 sheep and lambs. We have helped place some 600 bulls, 75 boars, several purebred herds of beef cattle, and a few purebred herds of hogs. It is difficult to estimate the value of services rendered directly and even more difficult to evaluate the services rendered daily in the field of marketing in the last two years.

In accomplishing the above results we have cooperated with all agricultural educational agencies, all livestock and crop associations, agencies of railways, and with many producers.

Cooperative Federal-State Services Grades and Inspection

The Bureau's extensive work in close cooperation with the U. S. Department of Agriculture has continued very harmoniously for a quarter of a century. Much pioneering, pilot work has been done, cooperatively and individually, and basically beamed at producers. Some of such activities have been none too popular to initiate. Our part in establishing grades and standards for most of the major and many of the minor Florida products in use today, is well known. Through the 1946-47 season the Bureau in cooperation with the U. S. Department of Agriculture had inspected for grade and/or condition at Florida shipping points a total of 1,093,544 cars of fruits and vegetables since the service was inaugurated in the 1922-23 season with only one inspector and without any available State or Federal funds. In the first season only 162 cars were inspected compared with an average of 101,392 cars per season the last five seasons 1942-43 through 1946-47. In the 25 years of operation the Florida Federal-State Shipping Point Inspection Service has established some records,—leading the Nation in volume several times for one. Starting from scratch without any funds, Federal or State, operating over the entire twenty-five year period from beginning to end on a self-sustaining basis through depression, freeze, war and other adversities without deficit, and then turning over to the State at the close of the 1946-47 season cash \$17,297.62 with total assets including equipment of \$35,656.71, is the factual, unmatched performance record which needs no alibis.

Cooperative Market News

Another relationship with the U. S. Department of Agriculture is the joint market news service, provided without charge or fee to the Florida agricultural industry. One-half the total cost is paid by the Government, an arrangement proposed by the Bureau and adopted by the Federal Department. There is really no excuse for any Florida producer of an important crop not to be thoroughly informed as to crop, weather and market conditions in Florida, and market prices and trends on the terminal markets.

Special field reporting stations throughout the more heavily concentrated producing districts, such as at Hastings, Sanford, Belle Glade, Pompano, Lakeland, Plant City, Leesburg, are maintained to provide growers and shippers with complete, unbiased market news on their shipments. The miscellaneous all-vegetable state-wide daily bulletins issued eight months of the year from the Jacksonville offices stop-gap and overspread areas not served by field stations. More than 200,000 of these 4-page reports are mailed annually from Jacksonville. Early flash of the New York market for principal vegetables is released by all Florida stations. Our Market News Specialist covers the Jacksonville market daily for the quote on fruits and vegetables, poultry and eggs, etc. He has charge of the daily miscellaneous market news bulletin issued from the Jacksonville offices throughout the shipping season, the tabulation of truck passings of vegetables, and prepares the annual fruit and vegetable report for the Bureau. The Market News Specialist also acts in an advisory capacity as to the operation of the Florida market news project, all stations, all commodities.

The nature of the services of all the field reporting stations is about the same. Taking the South Florida field offices for instance, daily reports are issued which are devoted to vegetables in season. The information is released to the daily press, radio stations, by mail to interested parties, and is bulletined also on the farmers market where all concerned have free access to market data. In addition to carrying shipment, passing and diversion information, complete market quotations are included for all commodities in which the growers and trade are interested, covering the 12 principal markets east of the Mississippi river. Special weather information and forecasts are given. In addition to the local Pompano and Belle Glade f.o.b. price and market information, other shipping points are included, f.o.b.'s from Lake Okeechobee section, the Ft. Myers, Dade County and Sanford sections, the Ft. Pierce and Dania-Hallandale districts, and Ruskin-Palmetto area.

Since only one general citrus field reporting station is operated, its activities are reported in more detail. All of our other stations have similar resumes. The Federal-State Market News office on citrus, located at Lakeland, Florida, is the primary and original source of all basic information such as shipments, distribution and unloads for Florida's top ranking resource, the billion dollar citrus industry with an annual income of around \$200,000,000 yearly. These citrus data are disseminated by the Lakeland market news office by every available means namely, mail, telephone, telegraph and radio at earliest possible moment as the value of this information is largely determined by the timeliness of release. Principal users of this information include primarily the hundreds and thousands of growers

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throughout the state who secure detailed information on citrus from the time of shipment to the final auction sale (incidentally this is the only source whereby the grower can obtain all of this information free of charge); industry organizations such as the Florida Citrus Commission and the Marketing Agreement Committees; Trade organizations such as 'United Growers and Shippers' and the 'Producers Trade Association,' each of which has membership approaching 50% of the industry; commercial firms such as the more than 300 shippers in the State, carlot receivers, jobbers and buyers; all transportation agencies and their subsidiaries and educational groups such as agricultural colleges, experiment station, libraries and citrus research foundations. The daily mailing list alone is a good criterion of the scope of the market news service on citrus. Thirty-one States, District of Columbia, Canada and Puerto Rico are represented in the total mailing list of 1431 names as of this date. Some members on the mailing list at more distant points receive their daily bulletins by air-mail in order to expedite delivery. Others make use of Special Delivery in order to have the information at hand at the earliest possible time each day. States with the largest mailing list other than Florida represent both far distant points and adjacent territory or Georgia, New York and California, again emphasizing the value and popularity of this service.

In order to indicate the 'coverage' of the market news service more geographically, a brief description of the more important phases are herewith presented:

1. Daily Citrus Reports (two full-page 15" mimeograph paper, small type machine) during entire citrus season or approximately 9-10 months. Mailing list varies from 1300 to 2000 depending on time of season. Reports are mailed on request only to interested parties. It consists principally of following segregations:

a. Detailed daily Rail Shipment Table via States and sections, totals to date this year and last; final last year with similar tabulations for truck movement. Also includes daily comparison of Florida rail shipments last year.

b. Daily citrus auctions for Florida, California and Texas fruit with segregations for sections such as Interior and Indian River for Florida and also by containers such as 'Standard' and 'Standard Wirebounds' separately. Weighted averages for all 10 auctions. Terminal prices on principal jobbing markets.

c. Passings through the Florida gateways including diversions at Savannah and Atlanta for all classes of citrus, or oranges, grapefruit, tangerines and mixed citrus. Holdings are reported.

d. Passings at Potomac and 'Passings and Diversions' at Cincinnati by classes.

e. Weather, arrivals and cars on track for leading terminal markets.

f. Arrivals and track holdings 16 cities.

g. Weekly averages by grades and sections with representative price range by sizes together with averages for competing sections.

h. Weekly report of Florida citrus used by canners this season and last.

2. Daily CND Service is maintained throughout the entire citrus season. The CNDs (Commercial News Dispatch) regulated by Federal Communications Commission, were inaugurated by this station as its contribution to furnish the citrus industry a wire service at the lowest possible cost (more economical than even Press Rate). There are 4 CNDs daily which include the most vital and essential information, namely: Shipments both rail and truck; East, West and South segregation of Florida gateway passings; Potomac and Cincinnati passings; together with detailed auction sales of Florida, California and Texas citrus for 10 auction markets. These wires are dispatched at the earliest possible time and the telegraph company has a 'special setup' to expedite prompt delivery. A teletype machine has been installed in the market news office so all wires are sent direct by the market news personnel and thereby eliminates 'pick-up' time.

3. Daily Newspaper and Radio Coverage. Leading Florida newspapers throughout the citrus belt release information originating in the Lakeland office. For example: The Tampa Morning Tribune, the Orlando Morning Sentinel, the Miami Daily News and other smaller papers through the State receive each day by wire from the Lakeland office shipments, passings and auction data which are published in full. Personal daily contact is maintained with citrus reporters of the larger papers in the State in addition to AP representative. In radio, some stations in the citrus belt broadcast daily the same information as the above mentioned newspapers publish.

4. Telephone Calls. Numerous daily collect calls are made furnishing citrus data, principally shipments, passings and auction data to shippers and other interested parties. These calls are mostly to relatively nearby points such as Auburndale, Lake Alfred, Plant City, Winter Haven, Tampa and Lake Wales, but quite a few calls are made to Orlando, Winter Garden, Winter Park and other shipping districts. Many local calls are made throughout the day.

5. Bi-monthly Production and Utilization Table is mailed to the entire mailing list. This tabulation shows at a glance the production by classes for all states amount utilized (segregated according to disposal) and amount remaining on hand for both this season and last season.

6. Monthly Citrus Estimate Release. Each month the citrus estimate by States and classification is sent by leased wire direct to the Lakeland office. A detailed table of production the past three years as contrasted with the estimate for the current month and for the preceding month is assembled, mimeographed and mailed to the entire mailing list. In this table changes are apparent at a glance and there is sufficient comparison with preceding years.

7. Monthly Unload Report for all classes of citrus by States for 100 cities.

8. Eight Page Preliminary Review of Current Citrus Season released around the latter part of June each year and mailed to the entire mailing list. Included in this review is an approximate 2500-word write-up or 'Story' on the current season. This article is given wide publicity including national publications.

9. Annual Florida Citrus Summary ranging from 100-120 pages, compiled and assembled entirely at the Lakeland office. Individual requests

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are received each year for around 1500 copies. This is one of the most popular releases of the local office; it includes 4-page write-up or summary of the season; detailed shipment tabulation by types of carrier, mixed car analysis, production and disposition tables; cannery output by weeks; unloads in 100 cities for oranges, grapefruit, tangerines and mixed citrus from all states; truck receipts in 12 leading markets; complete rail and truck distribution; weighted auction averages for oranges, grapefruit and tangerines from Florida, California and Texas by markets, size, grade and container analysis and citrus planting. Other timely and pertinent information with particular reference to current season is included in the individual summaries.

Supplementary Citrus Service added within last two years:

a. By far the most valuable service recently rendered the citrus industry by the market news office is that instigated and pioneered by the late L. M. Rhodes, for securing unloads in 100 cities. He made the important contacts and provided the 'push' necessary to start the ball rolling in August 1944 by making a special trip to Washington. Actual realization in making the information available did not occur until July 1946, as 'wheels turn slowly.' This information is used extensively by the Florida Citrus Commission in determining their allocation of an annual two million dollar advertising fund. Shippers, receivers, and carriers all make vital use of these data. These unloads in conjunction with distribution also form the primary basis in determining freight rates by the Interstate Commerce Commission. Unloads are received monthly and made available by special monthly report.

b. Segregation of Florida citrus shipments into Interior and Indian River section. This information is of vital importance to all sections in determining their activities.

c. Making available bi-monthly production and utilization data for all citrus producing states.

d. Improving the CND service by installing 'printer' in the Lakeland office and also by setting up more efficient transmission centers.

Livestock Market News. A special cooperative livestock report—hog and cattle information—for Florida is published daily from the Federal-State Southeastern Market News Office at Thomasville, Ga. This service has been established to keep livestock producers and all others interested in this subject informed with prices by species, class and grade of livestock. Market News is as necessary to the livestock man as to the vegetable and fruit man. For this service to be of maximum benefit one should know grades. Such service should help build an improved livestock industry. In addition to the normal expansion in regular market news routine schedule, the Florida State Marketing Bureau expanded the livestock market news project in the State and added a Livestock Market News Specialist to its force for better coverage of the Florida markets. This very essential and much requested service has been greatly improved and rounded out in the two-year period. The mailing list has been increased 100 percent and livestock producers for the first time,—since July 1947,—have had available a report

covering Florida sales exclusively. To further expand the service, Bureau representatives requested the aid of Florida Senators and Congressmen who secured Federal funds of \$7,500,—meaning in the net increased facilities without extra cost to the State.

Market News Poultry and Eggs. The semi-weekly poultry and egg reports are mailed out regularly to producers all over Florida. Quotations for Jacksonville, Miami and Tampa are given the year round. The Orlando market was added in the early part of 1948. More than 100,000 two-page detailed copies are distributed annually. Those requiring faster-than-mail service are provided the information by telephone and telegraph collect on dates of price changes, the number so served ranging around 75. Most of the Florida produced poultry and eggs are sold on the basis of these quotations.

Following requests of growers, particularly the Dade County Cooperative Growers Marketing Association, the Greater Miami Traffic Association, the trade and others, we have within the two-year period under review arranged to cover the Miami fruit and vegetable market. The Tampa and Jacksonville fruit and vegetable markets have been quoted by Bureau market news representatives for many years. We have included, through the cooperation of the New York Department of Farms and Markets, gladiolus cut flower quotations on the New York market, and have also added lime, avocado and other miscellaneous product quotes on the key market to meet the demand of Florida producers. We have been compelled to add two employees to the Bureau force in the last two-year period to keep pace with the expansion in this phase of our work.

Other Cooperative Relationship

The Bureau has worked very closely with Federal and State authorities, and in fact we have given desk space to the Florida representative of the Enforcement Division in charge of administering the Federal Perishable Agricultural Commodities and the Produce Agency Acts. The Federal Pure Food Products Inspector for the Jacksonville district has offices with the Bureau, as does the representative buyer of the Quartermaster Market Center. We have affiliated with such Federal organizations which are efficient and non-political,—they have elected to “move-in” with us. Conference room space is also provided for the convenience of the various local inspectors of the State Department of Agriculture. The Bureau has cooperated with the Florida Growers Association in its splendid work, the Legislature including \$5000 in the Bureau appropriation annually for the Association.

Semi-Monthly Bulletin

The For Sale, Want and Exchange Bulletin published on the 1st and 15th of each month, carrying listings of for sale and wanted offerings from Florida farmers as well as timely agricultural production and marketing information, has possibly the largest farmer-reader circulation of any publication in the State. Perhaps no other agricultural endeavor in the State so well serves the home of the average Florida farmer as the Bulletin. A Veterans Vocational Agriculture Teacher expressed it well in writing the Bureau: “A ‘MUST’ in every farm home is the Bible, your Exchange

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Bulletin, the weekly county paper, and Sears." There are 45,000 names on the mailing list, some fifty names are added daily, and this constant increase occurs without any solicitation or effort on our part except to make the Bulletin the best in its field. Special resume of current Florida crop conditions is carried in the Bulletin, prepared by trained and experienced specialists, the official agricultural statisticians and crop reporters of the U. S. Department of Agriculture. Special notices of the State lands to be offered at public sale appear regularly in the Bulletin.

It is well to serve the large cooperative, the larger shipper, but this department has not overlooked serving also the small producers in every way possible. They perhaps need assistance the most of all, and the Bulletin is one of several effective means of our helping them. More than two million copies of this 4-page semi-monthly publication have been mailed out in the current biennial period to subscribers requesting it.

Financial and Commercial Responsibility of Dealers — Claims

Growers like to know the financial and commercial responsibility of dealers to whom they sell, or perhaps consign, or with whom they have business relations in selling their products or buying their supplies. The Bureau subscribes to practically every commercial rating agency directory and accessory service in order to keep its files up to date as to the commercial and financial responsibility of dealers in all lines. Likewise, farmers want to know where they can purchase different items which are not always available locally or nearby. We carry complete directory service showing all the leading manufacturers in the United States, to assist in locating supplies needed by the farmer, which information incidentally also provides a key to sources that often are in the market for miscellaneous, hard-to-sell Florida products. The Bureau receives some rather unusual requests in this connection. For instance, following high water damage in the fall of 1947 to citrus trees in some sections, this department was requested to supply the names of firms who handled saws for cutting down the damaged trees and the citrus wood into commercial lengths, and the names of concerns who might be interested in buying citrus wood. Such information was provided promptly.

We have handled hundreds of claims for fern and cut flower growers and shippers, and for growers of many other Florida products,—claims for money due that otherwise would have been a complete loss. Growers have come from many sections, telephoned at times, and submitted by mail appeals for help in filing claims under the Florida Agricultural Bond and License Law, the Federal Produce Agency Act, the Federal Perishable Agricultural Commodities Act or otherwise to best protect their interest,—fruit, vegetable, poultry and other growers. All of them requesting our help were served promptly and satisfactorily.

Cooperative Marketing Act

Considerable interest continues in cooperative marketing in Florida. The tendency among growers is to cooperate and as a matter of fact among distributors to market their products through good-neighbor, cooperative

relationship. The Marketing Act, Chapter 618.04, Florida Statutes 1941, outlines the important functions of the Commissioner in rendering whatever service is possible in the formation of cooperatives, and we have rendered help preparatory to the organization of tobacco, pineapple, and other cooperatives as well as to groups of veterans in laying ground-work for cooperative marketing.

Unusual Services — Unpredictable, Unrestricted, Unrehearsed

We were requested by an out-of-State concern to advise names of persons who could supply Centipede lawn grass in large truck or carlot volume. The information was provided. We received a call for shingle sawdust in carlot volume. We were requested to aid in the sale of watermelon seed in the fall of 1947, and we secured lists of seed dealers, prospective purchasers of the seeds, from the Bureaus of Markets or State Departments of Agriculture in 16 different States. The Commissioner of the Bureau joined with the Commissioner of Agriculture in wiring the principal tobacco buyers in July 1947, urging them to recognize and have representative buyers on the Jasper tobacco market. Some of these firms cooperated and assured us they would have buyers on hand. Many inquiries have been received relating to aquatic plants, the propagation of hibiscus, azaleas, camellias, etc., and the Bureau staff was able to provide such data without cross reference, gum-shoeing it elsewhere or letter forwarding. These and other unusual requests aggregate a large number in the run of a year. The department has served as a clearing house for miscellaneous information, most of which was unavailable from any other source the inquirer knew to contact. The Bureau could "pass the buck" if so inclined,—and would have to if it did not have most of the answers.

The Commissioner and the field specialists have had many years of practical farm production and marketing experience. Perhaps that is why it is often said over the State: When the Bureau says it, you can depend on it.

"When You Build a Better Mouse-Trap"

The Bureau has been honored by the selection from its staff of two of its Specialists to supervise special work for the Commissioner of Agriculture, namely as Director of Livestock Pavilions, and Director of Poultry and Egg Division, which additional supervisory work is performed while continuing regular Bureau assignments. The Bureau has previously "loaned" of it personnel. Such assistance demonstrates the cooperative and coordinated relationship which the Bureau enjoys with other State agencies, and no less the outstanding ability of its personnel.

Individual Projects Worth Cost of All Bureau Service

Who could say the work of the Livestock and Field Crops Marketing Specialist in the present biennial period or throughout previous ones has been worth less to the welfare of the agricultural industry of the State of Florida than the entire annual Bureau appropriation? Who could say that the services of the Market News Specialist in connection with poultry and

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egg quotations, fruits and vegetables at Florida shipping points and northern terminal markets are not worth as much as the entire annual Bureau appropriation? In connection with poultry and egg work, including the helpful, efficient service of the Marketing Specialist in Dairy and Poultry Products, who could claim that the entire Bureau appropriation in that one project alone was not a good investment, not to mention the additional services of the Market News Specialist in Livestock. A pitched or fictitious quotation service on which so many Florida sales are based could in a very short time cost Florida growers and shippers far more than the annual Bureau appropriation. There are more than 100,000 readers of the agricultural *For Sale, Want and Exchange Bulletin* who would challenge strongly a claim that the *Bulletin* itself was not well worth the entire Bureau appropriation, and it should be remembered that these are only a few of the Bureau lines of service.

The Commissioner has firmly established a non-political, business administration policy for himself and the Bureau. Instead of traveling the State over and over, attending various luncheons, banquets, and public meetings, the Marketing Commissioner has stayed on the job full time and applied the saving to retiring the heavy expense of moving the Bureau offices. Field services, public meeting attendance, etc., were yielded to the ablest Marketing Specialists obtainable, qualified by experience and assigned by their preference to so function. Representative attendance has been made by Bureau Specialists at the National Association of State Marketing Officials, National Association of State Farmers Market Managers, National Association of Commissioners of Agriculture, International Livestock Show, and of course hundreds of meetings inside the State. The field Marketing Specialists have attended, helped with and publicized Fat Cattle, Hog, Dairy Cattle, and Pet Animal Shows throughout the State.

The foregoing presents a running resume of the principal activities of the Florida State Marketing Bureau for the last two year period. I prefer that the Marketing Specialists in the field, representatives in charge of the cooperative field stations, and the loyal, efficient personnel of the entire department receive the credit for our accomplishments. Consequently, I am omitting specific recount of personal activities; they are reflected in large measure in the useful services of employees whose activities are herein summarized. A department head after all is about as good as and not much better qualified than his associates.

Economical Operation

After occupying quarters in the same building for thirty years, we were requested to vacate, a State department many of whose duties were Federal-State notwithstanding. Stranded with no contingency funds we were forced to secure quarters elsewhere when adequate space was next to impossible to obtain even at abnormally increased rental, and when operating costs were continually mounting. Furthermore we had to renovate the quarters finally located at Bureau expense. By economical operation we had accumulated a reserve. By using the salary saved for one Specialist still unreleased by the Army, by the Commissioner abolishing his previous position as Assistant Commissioner, transferring these savings

in Salaries to Expenses, and combining with similar savings made in Expense funds, the Budget Commission released the total reserve, which partly absorbed the very heavy, unavoidable expense. By the Commissioner's avoiding heavy travel expense (\$64.65 expended in the two-year period), a saving of several thousand dollars was made which helped materially. In addition to the expense of moving and cost of renovating the space acquired, we experienced increasing costs of paper, office supplies and general overhead incident to continually expanding service. Yet we have worked faithfully and planned diligently to absorb this expense. Never has the Bureau done so much with too little. So far we have managed well and paid our way without bleeding any contingency or other funds at Tallahassee. I am pleased that as of July 1, 1948 all of our bills have been cleared.

The Bureau carefully outlines estimates of every item of expense as to amount and price in submitting requests to the Budget Commission for consideration. The Legislature acts upon the department's request and the recommendation of the Budget Commission, and makes appropriation for the Bureau. The amounts are listed in toto in the appropriation bill, the public knows exactly how much is expended by the Bureau for both Salaries listed individually and Necessary and Regular Expenses itemized meticulously. Conservative and businesslike application of funds has been made, savings effected wherever possible and unexpended funds turned back to the State whenever possible. We have saved the State a dollar at every opportunity. The economical operation of the Bureau over the years attests its spirit and habitual practice in judicious expenditure of public funds.

The Lakeland market news clerical bill was cut \$200 per month and the representative in charge will continue the reduction as long as possible.

The present net rental of our offices is some less for almost double the former space. We have held down travel expenses to statutory compliance and essential allotment. The postage expense of mailing out the semi-weekly poultry and egg reports was further reduced from 1½¢ to 1¢ each by using precancelled stamps and making personal delivery to the postoffice. Bulletin space has been reduced to prevent extra cost of making it larger. We have taken advantage of every possible opportunity to make a saving.

Financial statement for the period July 1, 1946 to June 30, 1948 follows. (Note: The per-capita apportionment of the cost of the Bureau, i.e., the annual appropriation divided by the farm population is about 41¢; the per capita cost on the basis of population is about 4¢; it represents about one-fortieth of one percent of the annual gross value of Florida agricultural production.)

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FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1946, to June 30, 1947

APPROPRIATION FOR YEAR ENDING June 30, 1947.....	\$86,371.25
Brought forward from 1945-46 Appropriation.....	8,413.77
	<u>\$94,985.02</u>
Credit, Sale of old equipment replaced with new.....	384.59
TOTAL AVAILABLE.....	<u>\$95,369.61</u>

EXPENDITURES (12 Months)

SALARIES	\$35,578.85	
NECESSARY AND REGULAR EXPENSES:		
PRINTING	\$7,830.48	
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.		
ADDRESSOGRAPH	285.98	
Upkeep and supplies.		
POSTAGE	3,144.83	
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.		
TELEGRAPH	492.15	
General office, leased wire maintenance.		
STATIONERY & OFFICE SUPPLIES.....	6,678.57	
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc., including remodeling of office.		
TELEPHONE	590.23	
Monthly regular, and long distance.		
TRAVELING EXPENSES	8,905.13	
Commissioner and Marketing Specialists field duties.		
RENTAL	3,725.00	
Jacksonville offices.		
MARKET NEWS.....	23,136.33	
Daily reports 8 field stations, general overhead expenses.		
FLORIDA GROWERS ASSOCIATION.....	5,000.00	\$59,788.70
(formerly Tariff Commission)		
		<u>\$95,367.55</u>
TURNED BACK TO THE STATE, June 30, 1947.....	\$	2.06

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1947, to June 30, 1948

APPROPRIATION FOR YEAR ENDING June 30, 1948	\$101,168.00
APPROPRIATION Special Livestock Market News.....	5,000.00
	<u>\$106,168.00</u>
Credit, Sale of old equipment replaced with new.....	9.25
TOTAL AVAILABLE	<u>\$106,177.25</u>

EXPENDITURES (12 Months)

SALARIES	\$46,570.82		
NECESSARY AND REGULAR EXPENSES:			
PRINTING	\$12,785.01		
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.			
ADDRESSOGRAPH	1,017.03		
Upkeep and supplies.			
POSTAGE	2,749.73		
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.			
TELEGRAPH	460.54		
General office, leased wire maintenance.			
STATIONERY & OFFICE SUPPLIES.....	4,505.40		
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, office renovation, etc.			
TELEPHONE	851.05		
Monthly regular, and long distance.			
TRAVELING EXPENSES	7,228.84		
Commissioner and Marketing Specialists field duties.			
RENTAL	3,190.00		
Jacksonville offices.			
MARKET NEWS.....	16,080.85		
Daily reports 8 field stations, general overhead expenses.			
FLORIDA GROWERS ASSOCIATION	4,811.82	\$53,680.27	\$100,251.09
(formerly Tariff Commission)			
BALANCE CARRIED FORWARD TO 1948-49 Appropriation.....	\$	5,926.16	
(Salaries \$5,723.70; Expenses \$202.46)			

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748/50

AUG 31 1950

SEVENTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU

FOR PERIOD
JULY 1, 1948 TO JUNE 30, 1950



505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency
Honorable Fuller Warren
Governor of Florida

Sir :

I have the honor to herewith submit to you
the Seventeenth Biennial Report of the Florida State
Marketing Bureau for the Fiscal Period — July 1,
1948, to June 30, 1950.

Respectfully,
Neill Rhodes,
State Marketing Commissioner.

Jacksonville, Florida

August 21, 1950

THE BUREAU PERSONNEL

Neill Rhodes	Commissioner
L. H. Lewis	Specialist, Livestock and Field Crops
F. W. Risher	Specialist, Poultry and Dairy Products
F. H. Scruggs	Specialist, Market News
G. N. Rhodes	Specialist, Livestock Market News
W. L. Jackson	In Charge Printing and Mailing Room
Edna G. Ferguson	Secretary
Effie L. Cureton	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Caryl C. Michael	Telegrapher
Fred O. Witt	Mechanical Operator
H. L. Mayberry	Mechanical Operator
Martin E. Nissle	Mechanical Operator

F. L. Lothamer	Market News Representative, Tampa
John B. Phelps	Market News Representative (cooperative) Miami
D. L. Smith	Market News Representative (cooperative) Orlando
W. P. Arnold	Market News Representative (cooperative) Tallahassee

OFFICE HEADQUARTERS — 505 W. Adams St., Jacksonville, Florida.
OFFICE HOURS — 8:30 A.M. — 5:00 P.M. Saturdays, Close at noon.

SEVENTEENTH BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU

July 1, 1948 - June 30, 1950

Duties: According to law the duties of the State Marketing Commissioner shall be to receive and compile reports on all fruits, vegetables and other farm products as are grown in the State, to publish same, to collect information as to additional market centers and their capacity, and to keep and compile a statement of all shipments moving out of the State that through such information farmers and producers can be kept posted as to conditions existing in the State and in the markets of other States, to cooperate with and prevent loss to our people, etc. (603.09, Florida Statutes, 1949).

The statutory requirements have been complied with, and duties performed not prescribed or contemplated when the Bureau was created. In a pioneering experimental way, the Jacksonville poultry and egg, and fruit and vegetable market was quoted daily back in 1919. The Florida market news service with State and national market coverage has since been expanded until we are second in rank to no other State. That such development was warranted is amply sustained by the following statement made at the conclusion of the 1949 Annual Meeting of the National Association of Marketing Officials in Washington, D. C.:

"One of the most valuable services that can be rendered is assembly of facts and figures reflecting important trend and relationship in marketing farm products. Data must be put in a form that is understandable and usable, if producers and handlers are to use such information as a basis for improving marketing practices. The accuracy of facts, timeliness of recommendations, practical rather than theoretical are essential to the success of any state marketing program."

Brevity

Statistical tables and comment included in the annual reports and summaries released by the Bureau, and cooperatively with the U. S. Department of Agriculture by market news offices at Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City, and Leesburg, previously released state-wide, will not be included in this report. Brevity is the essence of our biennial reports with the objective of saying much in few words which has greater chance of being read by more persons with greater interest. I note the Florida Citrus Exchange covers its annual reports in about 25 pages. The nation's largest corporations review their activities in annual reports to stockholders in brief, condensed form. For all practical purposes and good economic reasons, voluminous book-size reports are unnecessary,—and I venture saying that very few within departments committed to such practice ever read their reports in toto, not to mention the general public.

The Bureau has not established stop lights against or detoured around marketing assistance to Florida growers and shippers. The department has considerable latitude under the provision: "... to do all that

can be done in connection with the Commissioner of Agriculture to bring relief to and aid in the marketing and distribution of Florida's products." (603.09, Florida Statutes, 1949). We have exercised that privilege and taken advantage of every opportunity to provide economical, efficient, conservative service to the agricultural industry of Florida.

For Sale, Want and Exchange Bulletin

The For Sale, Want and Exchange Bulletin is an example of filling in the picture, of rounding out our service. There is a wider market outlet for farmers' miscellaneous products among farmers themselves than is generally realized. Ornamental plants and shrubbery for example: Most of the Garden Club membership of the State subscribe to the Bulletin. Especially is this true for the small farmer, the widow often, very few of whom have available means of knowing fair market value of miscellaneous offerings except through checking prices of similar articles listed for sale by others in the Bulletin. Many items offered in the Bulletin,—used farm equipment for instance,—have no readily available sale elsewhere,—and the less sale a product has the more help the farmer needs in disposing of it.

As the founder of the Bulletin, it has been my pleasure to note its growth over the years. The mailing list consists of about 56,000 names and the Bulletin is read regularly by two or three times that number. More than a million copies of the Bulletin are mailed to regular subscribers annually, mostly over Florida, but including circulation among other states and to some foreign countries. In the last two years some 3000 persons in other states have requested their names placed on the Bulletin mailing list to obtain information on the farm lands listed. In addition to wanted items, for sale listings of seeds and plants, poultry and eggs, livestock, farm implements and equipment, farm and grove products, farm lands and miscellaneous offerings are run in each issue by more than 500 Florida farmers. The editorial page is devoted to timely agricultural marketing subjects. For example, articles such as Needs of the Florida Cut Flower Industry;—Livestock Auctions, Good and Bad;—Florida Agricultural Bond and License Law;—Preventing Livestock Losses;—Commercial Broiler Development in Florida;—Developments Florida Citrus Marketing for Quarter Century;—Summary Weather Damage Florida Vegetables (24 years);—Marketing Florida Peppers - Cabbage - Escarole - Sweet Corn;—Florida F.O.B. Shipping Point Vegetable Prices;—Beekeeping;—these are titles of a few of the many editorials appearing in the Bulletin since July 1, 1948.

Know-how Requisite

To be able to come to grips with agricultural marketing problems, marketing specialists must possess a good practical background knowledge of its fundamentals, basically of what there is to do, and sufficient experience and ability to know how best to do it. Successful marketing is no less than aggressive marketing. It must be abreast of modern technique, its features in step with scientific advances of the time and be kept on a sound, economic basis. The physical marketing conditions and consumer demands, and the nature and quality of each particular crop marketed must undergo continual adjustment.

It has been authoritatively stated that in all markets consumers can generally be divided into three classes: 15% are quality buyers regard-

less of price; 15% are price buyers, regardless of quality; and 70% are quality and cost conscious. Products can be priced out of reach of the 15% price buying segment.

The consumer's average income level must be followed, and consumer preference and buying potential closely analyzed. The consumer must be appealed to with advertising or the product neglected may become a roving occupant of the grocer's shelves.

In super market merchandising, as the trend increases toward self-service, most of the direct contact with the consumer is lost. The checker at the cash register is the principal "good-will" personality serving the customer,—I have noticed the regular marked price is often charged instead of the advertised special, "loss-leader" low.

Prices of agricultural products in many instances have reached uneasy levels following the downward postwar trend. Yet there have been important economic supports which were not available in previous post-war periods. For example, farm programs, plans, the high income level and holdings of savings, securities, government bonds, etc. Although the manufacturing industry got its first comprehensive effective tariff act in 1842, acreage allotments, marketing quotas and safeguard programs for the agricultural industry could only be provided for in the Agricultural Adjustment Act of 1938.

Marketing is affected by transportation trends. Very significant has been the increasing diversion to truck of Florida fruits and vegetables once handled by rail, and increased rates in the face of decreased proportionate rail volume. In the 1948-49 Season, truck volume of citrus increased sensationally to more than double the previous year,—grapefruit movement by truck was nearly three times heavier. Federal studies reveal that in 1949, based on available statistics for a number of large wholesale markets, 50% of fruits and vegetables, 60% of eggs, 66% of cattle, 70% of hogs and 98% of live poultry were brought in by truck. Reasons for the shift among others were: The 50% overall increase in the rates during the previous 2½ years; shippers trying to avoid the extra handling at each end necessary with most rail connections; greater speed of truck transportation with delays enroute largely eliminated; the flexibility of truck transportation.

Market News, Origin and Setup

With the trend more and more toward outright sales, "keeping farmers and producers posted as to conditions existing in the State and in the markets of other states . . . to prevent loss to our people" is more important and essential now than back in 1917, some 33 years ago, when the law creating the Bureau was adopted, and most shipments moved under consignment. Working in Florida's interest over the years, the Bureau has gained the close cooperation of the U. S. Department of Agriculture in keeping Florida producers reliably informed of market prices and conditions. The Bureau originated the system of equal division of the cost of the shipping point, field market news service, the result of which is that the growers and shippers receive market information without fees or assessments, and the Federal government absorbs half the cost, without which arrangement the State would have to pay all the cost. The Commissioner

Seventeenth Biennial Report

is Collaborator, U. S. Department of Agriculture, whereby market reports by mail move under frank, saving the State the heavy postage otherwise necessary. The total economy in market news thus effected over the years has resulted in a saving to Florida of at least a quarter million dollars.

The Bureau is on the leased wire circuit of the U.S.D.A., from Nov. 1 through June 30 following. This circuit is connected with most of the nation's large market centers and important shipping areas, over which system flows daily comprehensive market information covering fruits, vegetables, livestock, poultry and dairy products, etc.

Market News, Vegetables

The principal volume of fruits and vegetables is shipped from Florida in the season from November to July. Daily throughout the season a miscellaneous Market News Bulletin is mailed from the Bureau offices, Jacksonville. The report is available to every person requesting it and is free of any charge. The daily report gives shipment information, carlot volume from Florida and all States, imports, passings at diversion centers, f.o.b. sales and market conditions at Florida shipping or assembling points and competitive f.o.b.s in other states, track holdings on larger markets, arrivals, unloads, market tendency and the range of quotations of Florida vegetables sold on the nation's markets. At centers of heavy production and movement, cooperative market news offices also are operated in season, providing complete coverage for the important product or products common to each section and including other miscellaneous vegetables. Field reporting stations are maintained each season at Hastings for potatoes, Sanford for celery, Belle Glade for beans and miscellaneous vegetables, Pompano for beans and vegetables, Plant City for strawberries, Leesburg for water-melons. Hastings cabbage f.o.b.s were added for the spring crops of 1949 and 1950.

Market News, Citrus

Special citrus market news offices are located at Lakeland, providing the citrus grower and shipper with detailed market news data, similar to and as complete as the service supplied the vegetable grower.

Market News, Poultry and Eggs

To keep the poultry producers posted on market conditions, the Bureau issues every Tuesday and Friday a two-page mail report, covering current quotes and market conditions of poultry live and dressed, also eggs, sales to retailers and consumers, for the Florida markets of Jacksonville, Miami, Orlando and Tampa. Quotations for the intervening days,—Monday, Wednesday, Thursday, Saturday, on which reports are not issued—are included in order in the Tuesday and Friday releases so the producers will have a year round complete daily file available. For those desiring faster-than-mail service, telephone and telegraph facilities are used to serve them provided messages are accepted collect. About 85 telephone or telegraph service wires are sent out collect by the Bureau upon quotation changes. The long established service keeps pace with the times, revisions are made as conditions warrant. Amendments have recently been made to provide better merchandising differential and coverage for truck pick-up loads of poultry, the New York and Atlanta egg markets and the North Georgia

fryer market have been included to indicate the effect of competitive outside supplies and prices upon Florida offerings. Coverage for Tallahassee and West Florida sections was started June 1, 1950.

Market News, Livestock

Florida's livestock industry is an important one and is progressing. To keep the livestock farmer posted as to conditions, to provide him with reliable facts daily as to supply, demand and current value of his cattle and hogs, the Bureau has developed market news coverage of livestock in every way possible, particularly in the last two years. In early 1930 this special service was started. The Bureau led the demand for Federal market news service for the southeastern area, which was established at Thomasville, Ga., as the most centrally located base for the territory. Federal quotations on Federal grade basis were made available, the Bureau arranged for the Thomasville reports to include Florida markets and be sent free to Florida producers and shippers.

With the cooperation of Commissioner Mayo the Bureau was provided with special funds of \$10,000 for two years to expand the livestock market news service by the 1947 Florida Legislature. The Bureau's livestock marketing specialist secured the cooperation of Florida's Congressional delegation and \$7500 Federal funds were made available for further expansion and supplementing the Florida livestock market news service with coverage of additional Florida markets. Within the current biennial period the service has been greatly expanded, tailored to better fit the needs of the industry. More sources in position to supply information have been contacted and the composite data have been used to serve more people. The Florida livestock farmer now has available from the cooperative Federal-State offices: Daily hog quotations for the southeastern area including Florida and Montgomery, and Chicago; tabulation of animals,—cattle, calves, hogs, sheep, goats,—slaughtered in Alabama, Florida and Georgia, and other states by groups. A special weekly summary of hog and cattle markets for Florida at large and including in detail Monticello, Gainesville, Tampa, Marianna, Arcadia, Kissimmee markets. The daily press is provided with special report of cattle and hogs, Florida and southeastern markets, and a special typed copy of weekly summary is sent newspapers to serve their publishing schedule. We arranged to get daily passing reports of Florida livestock by truck, starting October 1948, first time available. Seven Florida radio stations use the data in regular broadcasts. Belle Glade service for livestock market news was initiated under cooperative arrangements June 1, 1950. If there is such thing as a Florida livestock producer not being fully posted on market conditions, it is his own indifference or negligence, for the Bureau has made available all the information he needs without expense to him.

Market News, Cut Flowers

Of larger annual volume and value than the public realizes is the aggregate of cut flower and horticultural specialty shipments from Florida. Producers have experienced difficulty in obtaining reliable current market quotations for those products. The only official quotation service in the United States for cut flowers is provided for New York City by the State Department of Farms and Markets of New York. The Bureau endeavored

to establish a Federal-State market news service for flower growers, but the Federal department was without funds for such project and met with opposition from much of the trade in preliminary spadework, with the result that we worked out the next best arrangement possible. Through cooperation of the New York Department and the U. S. Department of Agriculture, we provided the Florida grower with a daily quote on gladiolus, etc., from the New York City market. Also for the New York Department to send Florida growers a daily report by mail, air mail or special wire report collect. Hundreds of Florida cut flower shippers have availed themselves of this opportunity to get official quotes for the largest outlet for their shipments.

Market News, Minor Crops

The Bureau has kept a watchful eye upon some minor crops of today that are important to sections in which grown. For example, limes, avocados, mangoes, and the like. All larger markets connected by our leased wire circuit at our request have supplied market news data when supplies offered were sufficient to establish a base for quotes.

Market News, Summary

So noting again "that through such information farmers and producers can be kept posted as to conditions existing in the State and in the markets of other States —" Florida products are well quoted. Florida producers are well posted. As to conditions existing in the State: Jacksonville, Miami, Tampa markets are quoted regularly on fruits and vegetables, and poultry and eggs, and Orlando is quoted for poultry and eggs. Citrus fruits, vegetables and non-citrus fruits are quoted on the markets to which most of the Florida volume moves, and f.o.b. Florida point of origin quotes are carried on the major vegetables. For instance, Hastings and Dade county potatoes; Sanford and South Florida celery; Leesburg watermelons, Plant City strawberries; South Florida beans, cabbage, sweet corn, peppers, escarole, tomatoes from Belle Glade and Pompano field reporting stations. For state-wide blanket coverage the miscellaneous vegetable market bulletins issued from the Bureau offices in Jacksonville cover all vegetables of commercial importance. Florida cattle and hog markets and key markets outside the state are quoted the year round and the information is mailed or wired the producer according to his preference.

While Market News is the theme of the Seventeenth Biennial Report, it is only one of many projects of the Bureau which to those more specially served might be considered of equally as great importance and possibly more indispensable to their line of agricultural marketing endeavors.

The Little Fellow

The Bureau draws no lines of service between farm owner and tenant, lessor and lessee, the individual and the cooperative of which he may or may not be a member, the private organizational group and the cooperative,—the large operator and the little farmer. We bear in mind the little fellow is without retained counsel, tax experts, traffic managers and sales specialists. In general he needs help and accurate information as to how to best utilize services available, with which he is unfamiliar.

The Little Fellow, Claims

Assistance in claim work has long been a feature of our service, no less emphasized by appeals to us for help in the current biennial period. Numerous claims have arisen from fruit and vegetable consignments and outright sales transactions, but relatively a far greater total has been presented by fern and bulb and cut flower, and horticultural specialty growers. We have handled claims arising from shipments destined within the State, destined to other States, and handled one claim for a plant shipment made to Oranjestad, Aruba. The Bureau prepared and distributed 50,000 copies of a synopsis, the highlight of both the Federal Produce Agency Act and the Perishable Agricultural Commodities Act which laws relate to interstate shipments of perishable food products. The Commissioner later prepared a brief of the Florida Agricultural Bond and License Law relating to intrastate shipments of Florida farm products which was also distributed to some 50,000 persons. The Commissioner has the experience of half a life-time in claim work, from which many hundred of large and small growers and shippers have profited. The day of "skinning" the Florida grower and getting by with it has become a very short one.

The Little Fellow, Trade Directory Service

Another service the little fellow cannot afford is that of trade directories without which he may know nothing of the financial, commercial or moral standing of the person with whom he does business in both selling his products and purchasing the supplies and equipment upon which his production depends. Complete directory service is provided by the Bureau covering all lines of business.

Buyer Lists, General

Special lists are available to growers and shippers,—dealers handling and buying fruits, vegetables, livestock, poultry and eggs, honey, syrup, pecans, tung nuts, and farm products in general. Also florist and bulb dealers, moss buyers, buyers of roots, barks, herbs, berries, etc. The Bureau receives some unusual calls for such lists. Recently request was received for names of dealers handling mistletoe, how it was packed, etc., and the inquiry was served. Another call was made for sources in position to supply rice hulls for bulb and plant shipping, and the information was supplied. We were requested to supply information as to method and facilities available for shipping centipede grass to Arabia. Requests have been made and the data supplied for lists of dealers handling fish, turtles, frog legs, hides, etc.

Special Lists, All Products

In early 1949 the Bureau received hundreds of calls, personal and by mail, for sources buying and selling hibiscus. No other agency had the information, none undertook to do anything about working up the data. The Bureau over a period of several months prepared the information and supplied some 500 special lists requested. This was primarily a marketing service, it opened new outlets and expanded distribution of a specialty production of many growers. We have been more concerned in marketing service for any and all money crops the farmer grows rather than holding to the major routine lines of his production. It is the farmer income, not

the kind of crop he grows to make it, which deserves and gets our utmost attention.

Naturally our objective is serving Florida producers and shippers. The demand for information about farms for sale, agricultural marketing information in general in the last two-year period, has been unprecedented from prospective Florida farmers,—citizens of other states interested in coming to Florida to farm. The demand following the first World War was nothing to compare with that made to the Bureau for agricultural information after World War Two. All data requested were provided promptly, fully and factually.

The Relative Cost of the Bureau — and Who Use It

Florida farmers spend annually about \$40,000,000 for fertilizer, about \$12,000,000 for insecticides and fungicides, about \$8,750,000 for seeds, about \$20,000,000 for feed, or \$80,000,000 per year for these items. The value of Florida agricultural products is more than \$400,000,000 per annum. The cost of the Bureau absorbed by appropriation from the General Inspection Fund is about one thirty-three hundredths of that amount. Our finances do not permit as extensive coverage as conditions warrant in some directions, but every cooperation is given agencies providing specialized service in certain fields. For instance, \$5000.00 of our annual appropriation is earmarked for use by the Florida Fruit and Vegetable Association. Special statistical data and information have been supplied the Florida Growers and Shippers League. Instance upon instance of similar service could be cited.

Summarizing for one marketing-specialist project in May 1949 we found many different agencies were served in addition to farmers, ranches, cattle and hog breeders: Dairymen, poultry and hatchery operators, newspapers and radio stations, agricultural statisticians and economists, county agents and Extension representatives, veteran vocational agricultural workers and teachers, home demonstration agents, railroad agricultural and claim agents, livestock auction and cash daily markets, livestock dealers and buyers, feed stores, meat packers and slaughterers, attorneys, farm loan agencies and life insurance companies, Farm Credit Administration, and many others.

At the close of the 1948-49 season we took a cross-current check of 263 voluntarily reporting on their use of another phase of Bureau marketing-specialist service. The different sources mentioned is conclusive evidence of the confidence which numerous important factors place in information released by the Florida State Marketing Bureau. Appreciative expressions were received from: Truck farmers, large and small, plantations; shippers, growers, packers, brokers, distributors, marketing agencies, cooperative associations; county agricultural agents, and vocational agricultural instructors; experiment stations; railroad freight and general agents, and commercial agents; Fruit Growers Express, various traffic managers; bulb companies and gladiolus shippers; Growers and Shippers League; Florida Fruit and Vegetable Association; Production Credit Association, and Production and Marketing Administration; research laboratory; American Institute of Food Distributors; Columbia Bank of Cooperatives; container manufacturers, bag and can companies; cold storage plants; fertilizer companies;

chain stores; Florida Industrial Commission; Quartermaster Field Buying offices; Florida Power and Light Co., — to name a few.

Marketing Specialists

The qualifications of the Bureau's Marketing Specialists for service in the field and office as well, and their masterful performance of duties assigned, deserve a few spotlight remarks. Our Market News Specialist: College graduate; eighteen years experience in active Federal market news work, in terminal markets, and in charge of field offices. Served in sixteen different states, nine of the larger terminal markets, covered twenty major fruits and vegetables; with the Bureau twenty years. The Livestock and Field Crops Specialist: Farm born and reared, college graduate; agricultural instructor; Agricultural Agent two years for Southern Railway; County Agent marketing; Officer U. S. Army; livestock marketing South Carolina Extension Service for nine years; some thirty years experience in teaching and marketing livestock and field crops, in three States; served also as Director of Livestock Pavilions for Commissioner Mayo in current biennial period; has been with the Bureau since 1929. The Poultry and Dairy Products Specialist: Born and reared on cotton farm; college graduate. Graduate assistant one year. Taught agriculture for three years, two States. County Agent eight years. Built grain elevators and sweet potato storage houses, assisted in cooperative purchase of seed, fertilizer, etc. Handled cooperative shipments poultry and eggs several years. Field representative cotton growers association one year. Marketing Specialist poultry and eggs, and livestock with North Carolina Division of Markets three years. Also served with Commissioner Mayo as Director of Poultry and Egg Division past two years. Twenty years with the Florida State Marketing Bureau. The Livestock Market News Specialist: College graduate. Three years herd management. Officer Air Force U. S. Army World War Two. Assistant Livestock Marketing Specialist one year; Market News Specialist two years; with the Bureau since 1947.

Other Personnel

Foreman, Printing and Mailing: Twenty-seven years experience in mimeograph, multigraph, press, linotype, folding, sealing, tying machine and equipment, also in general mailing and routing first and second class and special permit and frank mail. His three assistants are qualified and experienced.

The clerical force was selected for qualified experience in general stenographic, secretarial, bookkeeping, filing and office work. Four of this number have been with the Bureau twenty years, the telegrapher since 1942.

The market news stations likewise are well staffed with highly experienced and well trained, Federally licensed representatives in charge. For instance, the Lakeland citrus field offices, representative in charge: College graduate, seven years supervising production various farm crops and livestock in five states, twenty-four years Federal market news and affiliated agricultural work in both field and terminal markets ranging from Aroostook County, Maine to Imperial Valley, California and the Canadian border to Florida, total twenty-two states field activities alone embracing nineteen major fruits and vegetables in nine states. Or the Plant City

station representative: Farm reared. College graduate. Taught agriculture two years in high school. Has thirty-four years Federal USDA market news experience including four terminal markets and most of the states from Minnesota to Florida.

Duty Compliance

The foregoing is evidence that the Bureau has kept farmers and producers posted as to conditions existing in Florida markets and those of other states to the extent humanly possible, whereby loss to our people has been prevented, the loss being further reduced by our claim work, cattle loss prevention by our livestock division, poultry and egg loss by our poultry division, and in other respects. That the Bureau has worked with the Commissioner of Agriculture "to bring relief to and aid in the marketing and distribution of Florida's products," is evidenced in many ways, strongly for instance in lending part time services of our Livestock Marketing Specialist to serve the Commissioner as Director of Livestock Pavilions, and of our Poultry Product Marketing Specialist to serve the Commissioner as Director of the Poultry and Egg Division of the Department.

Through our extensive statewide market news service, our field specialists, our semi-monthly Bulletin, our claim work, our telegraphic, radio and press releases, personal interviews and conferences, our tremendous mail volume covering almost every conceivable phase of marketing Florida's many products, there are few Florida farmers indeed who are not served in some beneficial way by the Bureau.

The complexity of marketing is increasing. Surplus in some areas is apparent, demand is less in others. A major problem is the drop in farm income and the producer's share of the consumer's dollar.

The farmer's high producing power is growing while his bargaining power has recently been declining. His increasing productive power seems to weaken his relative position in the overall economy. Dr. Bushrod Allin, Chairman of the Outlook and Situation Board of the Bureau of Agricultural Economics is authority for the observation that for 1950 realized net income of farm operators will be almost one-third below the post war peak of 1947, but still more than double the prewar level.

The Florida State Marketing Bureau has shouldered its responsibility for sharing the difficult marketing problems and taking front line participation in practical solution of them. Through our individual State and cooperative Federal-State marketing service programs we believe Florida producers are receiving more effective marketing assistance and the consumer better quality products.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1948 to June 30, 1949

APPROPRIATION FOR YEAR ENDING June 30, 1949	\$101,168.00
APPROPRIATION Special Livestock Market News	5,000.00
	<u>\$106,168.00</u>
Brought forward from June 30, 1948	5,918.66
Federal Fund	1,650.00
	<u>1,650.00</u>
TOTAL AVAILABLE	<u>\$113,736.66</u>

EXPENDITURES

SALARIES	\$49,442.42		
NECESSARY AND REGULAR EXPENSES:			
PRINTING	\$15,951.01		
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.			
ADDRESSOGRAPH	702.99		
Upkeep and supplies.			
POSTAGE	3,133.44		
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa, Orlando, 9 road guard stations, miscellaneous.			
TELEGRAPH	422.01		
General office, leased wire maintenance.			
STATIONERY & OFFICE SUPPLIES	4,083.43		
Office equipment, rating agency subscrip- tions, trade directories, typewriters, stationery, ink, stencils, water, etc.			
TELEPHONE	1,036.16		
Monthly regular, and long distance.			
TRAVELING EXPENSES	8,025.62		
Commissioner and Marketing Specialists field duties.			
RENTAL	3,770.00		
Jacksonville offices.			
MARKET NEWS	16,016.17		
Daily reports 8 field stations, general overhead expenses.			
FLORIDA FRUIT AND VEGETABLE GROWERS ASSOCIATION (formerly Tariff Commission)	4,997.98	\$58,138.81	\$107,581.23
TURNED BACK TO THE STATE, June 30, 1949		\$	6,155.43

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1949 to June 30, 1950

APPROPRIATION FOR YEAR ENDING June 30, 1950.....	\$121,170.00
Federal Allotment Special Livestock Market News.....	2,200.00
TOTAL AVAILABLE	\$123,370.00

EXPENDITURES

SALARIES\$58,934.92

NECESSARY AND REGULAR EXPENSES:

Heat, Lights, Water.....	\$ 573.06	
Postage	4,301.24	
Telephone-Telegraph	1,302.20	
Freight, Express, Cartage	304.33	
Travel	8,862.50	
Commissioner and Marketing Specialists field duties.		
Cleaning and Laundry Services and Supplies	510.05	
Information, Credit and other Contractual Services (including		
Market News and Tariff).....	11,624.99	
Office and Printing Supplies.....	2,640.66	
Rent	4,628.00	
Office and Printing Equipment and Repairs.....	4,433.22	
Paper for Printing.....	7,674.34	
Miscellaneous Items	136.53	
TOTAL EXPENSES	\$46,991.12	\$105,926.04
BALANCE carried forward to 1950-51 appropriation.....	\$ 17,443.96	

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**EIGHTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

**FOR PERIOD
JULY 1, 1950 TO JUNE 30, 1952**



**505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA**





Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency
Honorable Fuller Warren
Governor of Florida

Sir:

I have the honor to herewith submit to you
the Eighteenth Biennial Report of the Florida State
Marketing Bureau for the Fiscal Period — July 1,
1950, to June 30, 1952.

Respectfully,
Neill Rhodes,
State Marketing Commissioner.

Jacksonville, Florida

August 18, 1952

THE BUREAU PERSONNEL

Neill Rhodes	Commissioner
L. H. Lewis	Specialist, Livestock and Field Crops
F. W. Risher	Specialist, Poultry and Dairy Products
F. H. Scruggs	Specialist, Market News
G. N. Rhodes	Specialist, Livestock Market News
W. L. Jackson	In Charge Printing and Mailing Room
Edna G. Ferguson	Secretary
Effie L. Cureton	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Caryl C. Michael	Telegrapher
Fred O. Witt	Mechanical Operator
H. L. Mayberry	Mechanical Operator
Chris Georgiades	Mechanical Operator
F. L. Lothamer	Market News Representative, Tampa

John B. Phelps	Market News Representative (cooperative) Miami
D. L. Smith	Market News Representative (cooperative) Orlando
W. P. Arnold	Market News Representative (cooperative) Tallahassee

OFFICE HEADQUARTERS — 505 W. Adams St., Jacksonville, Florida.
OFFICE HOURS — 8:00 A.M. — 5:00 P.M.



High Lights - Eighteenth Biennial Report
Florida State Marketing Bureau

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EIGHTEENTH BIENNIAL REPORT

FLORIDA STATE MARKETING BUREAU

July 1, 1950 - June 30, 1952

Assuming most people follow my practice of never reading prolonged diaries, I have prepared the eighteenth biennial report of the Florida State Marketing Bureau in comparatively brief, understandable language, for spot reference or reading in toto in less than one hour. The Highlights index facilitates reference to services rendered the various agricultural industries, and further reduces the finding-and-reading time of sections in which anyone may be particularly interested.

Economy with Public Funds

The Bureau, serving the Florida half-billion dollar agricultural industry, has in its thirty-five years existence been very modest in appropriation requests. Rather than merely talk about economical operation, the department has done something about it. The theme of the Eighteenth Biennial Report might appropriately be: Doing more work without more money,—the best job possible with the limited funds allowed. Our annual appropriation for each year of the 1951-53 biennium is only \$910 more than for the year July 1, 1949-June 30, 1950 of the previous biennial period. Yet the cost of some major supplies has increased materially, and the circulation of releases has likewise mounted in the two-year period. Cost of Bulletin paper 1949 was \$13.40 per cwt, in 1952 it had increased to \$15.65 cwt. In 1949 mimeograph paper cost \$2.20 per M, in 1952 it costs \$2.59.

About the first action taken by the present Commissioner upon his being appointed in June, 1946, was eliminating his old position of Assistant Commissioner. The State thus saved one salary by one experienced official filling the two positions.

Going farther back, the Bureau cooperating with the U. S. Department of Agriculture started Federal-State Shipping Point Inspection for Florida growers and shippers in the 1922-23 season. The service was conducted continuously through the 1946-47 season, leading in the latter seasons the United States in volume, without from beginning to end one cent of either Federal or State funds being requisitioned, transferred or appropriated for financial assistance. It was made to operate wholly from start to finish on a non-deficit, self-sustaining basis.

When Federal-State fruit and vegetable market news was started by the Bureau about 1924, it was provided subject to a three-way division of expenses: The Federal, the State and the growers-shippers each bearing approximately one-third of the overhead. The present Commissioner secured the approval and cooperation of the U. S. Department of Agriculture for the Federal-State agencies to share equally all the expense, and cooperative

Eighteenth Biennial Report

agreements based accordingly have for many years been in effect. The saving to the State by the Federal agency absorbing half the total cost of the extensive Florida market news service for fruits and vegetables is conservatively figured at \$25,000 annually.

For Florida markets the State does have to absorb all the expense. Fruits, vegetables, poultry and eggs and livestock are the products for which the greatest demand has existed for Florida market coverage, which are excluded from the Federal-State Market News Agreement. Instead of putting on full-time market reporters, however, we have arranged to use inspectors of the State Department of Agriculture for quoting the Miami, Orlando, Tallahassee markets, and tentatively other than Bureau salaried representatives for quoting the Belle Glade, Wauchula and Lakeland livestock markets and the cooperation of the County Agent in quoting the Palatka section fryer market, at only a fraction of the cost required for regular, full time employees. Considering salaries, travel, clerical, rental, telephone and incidentals, the Bureau perhaps saves the State \$25,000 in this part of the general market news service.

The present Commissioner has done most of the purchasing and prepared budget-appropriation requests for the Florida State Marketing Bureau. I have not escaped some criticism for being ultra-conservative in funds requested. Requirements have been closely estimated down to the ream of paper and pound of ink for efficient but un wasteful operation. Whenever possible we have turned back to the State unexpended funds in preference to "spending all appropriated to make future requests look better."

The Bureau is perhaps the largest purchaser of paper (Bulletin, market reports, etc.) of all State departments. Four large paper jobbers are located in Jacksonville and competitive prices are low for the volume. We have at times rejected all bids and every time worked for the lowest price possible. And this may be said: There has never been an instance of blind commission, gratuity, consideration, or special favor sought or offered directly or indirectly in connection with ANY purchase this department has ever made.

In 1947 the Bureau had to vacate space occupied for thirty years. The only quarters available which could be made suitable had to be reconditioned. We cut corners and economized in every way possible, and absorbed the cost of moving and remodeling the new offices without asking the State for additional money from contingency or emergency funds for the purpose. The net result is about twice the former space at about the same rental. Prior to the lease expiration January 1951 we were requested to pay for ground floor space the proportionate rental increase made for the entire building. After months of negotiating we secured a five-year lease renewal without any increase in rent. A somewhat parallel situation was handled in securing office space for the Lakeland market news quarters.

Situations like that of rental, which present tests for stretching funds available to defray expenses not contemplated, forced some curtailment of

service. The poultry and market reports previously issued daily were put out Tuesdays and Fridays, with quotes for intervening days on which reports were not issued carried in reports next following so the poultry producers and buyers would have a complete daily quote record the year round. On the basis of the present mailing list this accomplishes a saving of about \$2,500 per year. Not much pointed up individually, but if as much were saved at every opportunity by all public departments the aggregate would be appreciable. A nickel and dime business built the Woolworth building.

How about my travel expense? Excessive? During my term as Commissioner, June 7, 1946 to date, the State has reimbursed me in all \$146.38 for travelling expenses.

The Bureau offices are comfortably but not luxuriously furnished. We do not have air conditioning. I have the same old desk chair used these many years. Economical operation is considered as no less than the duty of public officials and this is no gesture for thanks or praise. I believe the Bureau's record of economy is a good one. Furthermore, I have endeavored to set a hard-to-match example of off-time economy: Only absence due to sickness one week in January 1930, and none in 35 years for vacation.

What's New?

What a department has done "That it didn't have to do", rather than getting by with mere routine accomplishment, is a reliable yardstick of whether it has push and governing administrative ability. One may judge Bureau effort and results from noting a few instances of accomplishments within the last two-year period:

A new method for faster collection and release for the daily figures of Florida truck shipments, recorded at the gateway stations, was put in operation in the 1950-51 season. For the first time truck and rail shipment information was made comparable on a daily basis.

Over thirteen years ago the Florida State Marketing Bureau saw the trade's need for a vegetable truck passings report. Arrangements were made with the Florida Citrus Inspection Bureau to have their road block stations record the vegetable passings and mail the reports to the State Marketing Bureau for release by leased wire, and in daily bulletins. Thus the nation's first daily vegetable truck passings report was pioneered.

Except for the war years, the truck volume has been steadily increasing until now approximately 50% of Florida vegetables are moved by truck carrier. It may be easily seen that for statistical purposes this report has been and is invaluable. However, with the advent of larger and faster trucks the old system of mailing the reports from the passing stations to the State Marketing Bureau in Jacksonville became inadequate, and the old reporting system was streamlined. Passing reports are telephoned to Bureau offices daily with comparable cut-off time with rail shipments.

NEW — Market News for Non-Citrus Fruits

After considerable spade work we initiated a summertime market news service July 2, 1951, providing terminal northern, southern and western market coverage, also Florida market information for the Florida lime, avocado and mango shippers. Daily mail reports were sent to all requesting the service in the period July through October inclusive, of greatest help and protection to the small producers who previously had to get along without official data in their principal shipping season. Truck passings were included. Special TWX circuit was opened with U.S.D.A. office in Atlanta, data from all large markets were assembled in Washington and relayed in section wires to the Bureau in government code at minimum cost. Under the Commissioner's appointment as Collaborator with U.S.D.A., mail reports moved by frank, and a very much needed service was provided at very little cost.

NEW — Extending Market News Leased Wire to State Farmers Markets

Eleven of the State Farmers' Markets are primarily vegetable markets. On three of these, Sanford, Pompano and Plant City, Federal-State Market News field offices were already located. The Bureau presented in all some three plans to Washington for expanding the Florida Federal-State Market News Service to include the five State Markets designated by the Director, Mr. Wm. L. Wilson, as most needing the service. Following much correspondence, numerous conferences and long distance calls, arrangements were completed to add five markets to the Federal-State leased wire circuit. Wauchula, Palmetto and Ft. Pierce came on our leased wire circuit Nov. 15, Ft. Myers Dec. 3 and Florida City Dec. 17, 1951. The eight State Markets thus accommodated can feed the remaining three with service.

NEW — Shipping Point Citrus Prices

F.O.B. citrus prices were included in the releases from the Lakeland office, starting in the 1951-52 season. For about a quarter of a century your Marketing Commissioner has worked to the objective of providing the individual, the "small producer" particularly, with regular f.o.b. price information for his citrus fruit. Gradually over the years opposition in certain quarters was overcome and the f.o.b. data were included with weekly delivered prices, cash sales to processors, starting in the Lakeland report Nov. 13, 1951. The Federal-State daily citrus releases from Lakeland include auction averages through courtesy of the Florida Citrus Exchange, and f.o.b. and cash sales information supplied by courtesy of the Florida Citrus Mutual.

NEW — Additional Livestock Market News Coverage

The Belle Glade full time and Okeechobee part time Livestock Markets have been given official coverage by the Bureau the past year. The Hardee County Livestock Market was officially Bureau quoted the first time Dec. 6, 1951, under cooperative arrangements with the Range Cattle

Station at Ona. Market News coverage for livestock at Live Oak was started by the Bureau Jan. 2, 1952. Arrangements were made through cooperation of the Polk County Agent's office to provide the Lakeland Livestock Market with official market coverage Jan. 8, 1952. The f.o.b. Florida shipping point price information in general has about doubled in the last year as to additional areas included.

NEW — Palatka Section F.O.B. Fryer Market

The development of the Florida poultry industry has reached such volume proportions that the basis of the Jacksonville quotations was changed in February 1952. Range prices of sales of live poultry in large lots to large dressers were quoted on reported actual-sales averages, instead of the one-price average of the quote previously reported of sales of small lots to small dressers. To protect the small producers explanatory footnote was carried to indicate the higher margin applicable to small lots to small dressers of live poultry.

Arrangements were made through the cooperation of the County Agent of Putnam County to officially quote the f.o.b. farm-price, fryer market daily for the important Palatka section. This is the first official f.o.b. producing section poultry quote for Florida, put into effect by the Bureau February 12, 1952. The Tallahassee, including West Florida markets, has been included for poultry and egg quotation service for the past year.

Other New Services

Other new services rendered by the Bureau could be mentioned almost without end. Last watermelon season the growers and shippers at Newberry needed badly a cash track quotation service for guidance in making sales. Through arrangement suggested by the Bureau, the Bank of Newberry made daily telephone calls to the Federal-State Market News office at Leesburg for the information which the bank posted on bulletin board as a public service. In mid-November 1951 the Northeast Florida Nurserymen's Association appealed to the Bureau for help in securing special weather forecasts from Lakeland. On the third day from the date of the Association's request arrangements were completed for two C.N.D. wires to be sent daily from Lakeland to an Association representative who phoned the data to other members, and at a cost of only \$15.00 per month to the group of nurserymen. The Federal- State Frost Warning Service at Lakeland was provided in the beginning largely through the untiring efforts of the late L. M. Rhodes, Hon. Spessard Holland, and others cooperating. Suggested plan and helped complete details for S.A.L. Railway to place on its leased wire circuit official Federal-State cash track watermelon information daily for public posting on various loading-point bulletin boards. First report June 3, 1952.

The F. O. B. Florida Quotes

Several decades ago when Florida agricultural products were largely consigned, our producers were more interested in market quotations and

conditions on several big terminal markets. As more f.o.b. shipping point and cash sales were made, accurate and reliable information covering Florida activities at selling points was needed. In addition, therefore, to general terminal market news, the Bureau in close cooperation with the U. S. Department of Agriculture has broadened its coverage of f.o.b. and cash sales at Florida loading or assembling centers. For instance, for vegetables: Hastings, Sanford-Oviedo, Belle Glade, Pompano Dade County, Florida City, Ft. Pierce, Plant City, Ft. Myers, Immokalee, Manatee-Ruskin, Sarasota, Wauchula, Webster, Zellwood, Leesburg. For Citrus: Lakeland with auction average f.o.b. and cash sales state-wide basis. For livestock: Gainesville, Kissimmee, Ocala, Belle Glade, Okeechobee (part time), Arcadia, Hillsboro (Tampa), Monticello, Marianna, Wauchula, Live Oak and Lakeland. Poultry and eggs produced in Florida are sold on Florida markets, and well rounded out service providing market conditions and quotations on live and dressed poultry, including turkeys, and both eggs loose and in cartons for the Jacksonville, Miami, Tampa, Orlando and Tallahassee markets, is supplied by mail, telephone and telegraph the year round. The large producing centers of both poultry and eggs use these Florida-market quotes as basis in making sales, delivered, f.o.b. or cash at farm or point of origin.

Annual Reports

In the regular annual fruit, vegetable and miscellaneous report of the Bureau, and those of the several Federal-State market news offices over the State, we do provide detailed statistical information, appropriate to the needs of those who most use and request the data. For example, the Bureau's annual report for the 1950-51 season consists of 122 pages. The Federal-State Citrus Summary from Lakeland 1950-51 season contains 56 pages. In the light of the biennial period, to include the information given in only these two reports, it would require some 356 pages. The biennial report to provide complete coverage would also have to include the similar summaries issued after each shipping season from Hastings, Sanford, Pompano, Belle Glade, Plant City, Leesburg, and the Thomasville livestock summaries.

The Farmer's Friend

The For Sale, Want & Exchange Bulletin, issued on the 1st and 15th of each month is used each issue by an average of 500 people or 12,000 per year who are engaged in some agricultural line of endeavor for listing items for sale or wanted. Introduced in any section of Florida I am soon told by many "I get the Bulletin." Oct. 15, 1949 there were 50,532 names on the Bulletin mailing list, Oct. 15, 1950 55,745, and Nov. 1, 1951 59,582. In addition several hundred copies are mailed in bundles for individual distribution from various offices. An estimated 150,000 persons read the Bulletin.

Not only sales of farm and grove products, farm seeds and plants, livestock, poultry and eggs for breeding but also sales of used farm equipment for which nowhere else the farmers have as good means of disposition, are made through space donated the growers by the Bulletin. Many wanted

columns listing items needed by growers are used annually. No solicitation whatever is made for subscribers, no name is added to the mailing list unless specific request is received. The Bureau staff has endeavored to make the editorial page of the Bulletin outstanding. Much of the information included editorially in the Bulletin is unavailable from other sources. Some of the editorials represent weeks of effort and present assembled data requiring seasons and years to tabulate in comparable form. The Dec. 1, 1951 issue for instance carried information previously unavailable in public release form, after the Bureau contacted authorities over several months' time in five different states, not to mention one Federal Agency and a transportation company. From 500 to 1,000 extra copies or reprints of some special articles are requested.

The agricultural industry of Florida is served by the Bulletin and to lesser extent the general public. Space will not be taken to quote the many appreciative, complimentary letters, but one emphasizes how much Bulletin service means to the little fellow, in this instance the mother of a large family wrote Nov. 20, 1951: "I have already mailed the seed. I received lots of orders to fill. Raising plants to sell to try to make a living by myself. Have had lots of sickness and trouble. I thank you for the help you have been. Please place the following (plants) in the next Bulletin."

Some of the editorials of the Bulletin within the current biennial period for which there has been the greatest demand covered the following subjects: Florida F.O.B. Shipping Point Vegetable Prices 1950-51 Season; Food and People; Some Pointers on Hog Types and Breeds; Florida The Land of Livestock Opportunities; Poultry Progress in Florida and U.S.A.; Dairying in Florida; First Steps Important in Marketing Watermelons; Florida Livestock Auction Summary 1950; Florida Land of Honey; Florida Truck Shipments Since 1930; Forests of Florida; Preparing Vegetable Transplants for Shipment; For Citrus Sake.

If one would know of the service and popularity of the For Sale, Want and Exchange Bulletin, the farmer's friend, he need only ask the many farmer patrons who read and use it regularly.

Administrative officials and the public as well are perhaps more interested in what the Commissioner, the Marketing Specialists, the Bureau force has done in the aggregate as a department than a detailed recitation of what each individual of the Bureau personnel has accomplished. Grouping the report by lines of agricultural endeavor followed in Florida, some of our activities in their behalf in the recent biennial period were, for-

The Vegetable Industry

The Bureau has kept the vegetable grower and shipper well informed as to acreage planted or intended in Florida, other states and competitive foreign producing sections. He has been informed fully and regularly with impartial, official data as to market supply, demand, trend, condition and quotation range at both terminal market centers and shipping-assembling points in Florida and competitive areas. In personal conference, by mail

Eighteenth Biennial Report

and telephone the grower and shipper have been provided with names and addresses of buyers or dealers handling the particular products they may have had for sale. Lists of buyers-dealers in certain sections of the United States have been prepared and provided those requesting them. Special lists of buyers of various products have been supplied. Some shippers required a list of chain-store operators within market reach of Florida truck shipments, and it was promptly prepared for them.

The vegetable industry as a whole, from small truck grower to the large cooperative or independent operator, has been well and continuously posted as to commercial shipments by both rail and truck from Florida, all states and imports. Our daily reports have also included weather resume - frost, freeze, wind or rain damage to ready-to-ship crops, both local and domestic.

Full information, help and service has been provided for claim procedure, transportation, commercial, and under Federal Produce Agency and Perishable Agricultural Commodities Acts, and the Florida Agricultural Licensing and Bonding Law.

The Bureau with the splendid cooperation of the U. S. Department of Agriculture has provided the vegetable industry with a most comprehensive, useful, practical market news service in Florida.

The department answers many inquiries for information on the financial and commercial responsibility of dealers, those buying vegetables outright, and those catering to consignments.

The Bureau has given cooperation to the Florida Fruit & Vegetable Association in providing statistics and otherwise in their worthy efforts of helping our growers to meet competition from foreign vegetable producing areas, particularly the Mexican West Coast and Cuba. The Bureau appropriation includes an item of \$5,000 per year for aiding the Association financially in tariff work.

In short the Bureau provides the vegetable industry with practically every type of marketing service except one: We do not handle the product direct.

The Fruit Industry

Citrus comprises by far the greater proportion of Florida fruit shipments. Shipments of citrus in the 1950-51 season amounted to 77,701 cars. Shipments of non-citrus (including strawberries and watermelons) amounted to 18,573 cars, or nearly one-fourth as much as the citrus fruit volume moving out of the State. For the fruit industry the Bureau has with U.S.D.A. cooperation placed a special field reporting station in the heart of producing sections for supplying daily official market information to strawberry and watermelon shippers.

For lime, avocado and mango producers and shippers a special service was started July 1, 1951, furnishing daily official market data until Nov. 1.

Thereafter from Nov. 1 - June 30, information was continued in the daily market news bulletins issued by the Federal-State Market News Service from the Bureau offices in Jacksonville.

A special feature of service provided the citrus growers and shippers is that from the Lakeland Citrus Office. The principal services furnished were outlined in brief by Mr. H. F. Willson in charge of the Lakeland Service, season 1951-52:

"The Federal-State Market News Office on citrus supplies the various segments of the industry, principally growers, shippers, receivers, buyers, transportation agencies with basic citrus information by mail, telephone, telegraph and radio. Agencies, such as marketing committees, advertising firms and industry organizations use our distribution information - both unloads and passings in determining their various marketing programs thru-out the season. By means of cooperation with both the AP and UP all interested parties immediately have available thru newspapers and radio the vital information of shipments, distribution and auction prices. The daily mail report ranges from a 1,000 to 1,500 depending on time of season. Newspaper and radio coverage extends from Jacksonville to Miami including intermediate points. A special wire CND service is available thru-out the season, and a detailed comprehensive summary of each season is tabulated yearly with requests totaling well over a thousand copies. At the request of the Citrus Sales Managers Club a special Saturday passing report was inaugurated to enable shippers to get better distribution and avoid glutting any particular area. Without this Saturday report no information on distribution was available from Friday to Monday. Two other services made available for the first time during the 1951-52 citrus season are 'Weekly FOB prices for all classes of Florida Citrus' together with 'daily cannery utilization'."

Special statistical information has been provided the fruit industry in addition to the detailed material carried in the Bureau's Annual Fruit and Vegetable Report. The editorial page of the Bulletin has carried special citrus tabulations, summaries and data not elsewhere available. Particularly the small grower has requested and been supplied with information as to the commercial and financial responsibility of the dealer with whom he dealt. Help in Federal Perishable Agricultural Commodities Act and other claims has been given promptly upon request. Source of supplies and other general information has been provided.

The ground was spaded and the crop planted by the Florida State Marketing Bureau for some services continuing but not now under our jurisdiction, for the citrus and vegetable, and floricultural and other industries, the annual reports of the results of such service rendered not appropriate for the Bureau to make - mentioning two for instance: Shipping Point Inspection started in 1922, and Frost Warning Service for general horticultural protection started in 1935.

The Dairy Industry

Our Marketing Specialist in Dairy Products has returned to full-time Bureau duties, having previously been loaned to the Commissioner of Agriculture on part time basis to direct the poultry division. The department largely through the Dairy Products Specialist has worked with the Dairy inspectors in West Florida in promoting farm dairying. Continuing the work pioneered years ago, a market has been established for fluid milk, a new source of income for cotton and peanut farmers. Two whole milk plants have been opened in West Florida by two of our largest milk product plant operators. At present these farmers have an annual income of close to a million dollars from fluid milk. This farm dairying is also watched by small farmers of the Suwannee River Valley and some of the leaders have visited the Chipley-Marianna dairy section. We are the State agency cooperating with the Dairy Division of the U. S. D. A., providing Federal-State inspection on butter and cheese. This makes it possible for Florida dealers to take contracts to deliver dairy products to Veterans Hospitals and boats and certain other buyers of dairy products.

To assist in developing and to further aid dairying in Florida we have cooperated with Florida Department of Agriculture Dairy Inspection Division and been active in promoting junior work among 4-H Club members and F.F.A. members by helping provide premium money at shows for animals raised by these juniors and prizes for best showmanship and judging teams. Representatives of the Bureau have visited many Shows and Fairs where these Club members were taking part either by showing animals or as members of teams competing for prizes.

Information has been given by mail and wire, and in personal conferences as to sources of supply of feeds, particularly Florida produced Pangola grass and native hays. Considerable statistical data and press releases have been prepared and distributed to those already dairying in Florida, and sent as reliable information to those in other States interested in coming to Florida to go into dairy production.

The Poultry Industry

We issue every Tuesday and Friday daily mail market reports for poultry producers state-wide covering Jacksonville, Miami, Orlando, Tallahassee (West Florida), the f.o.b. fryer market Palatka section and Tampa markets, including New York, Atlanta, Chicago, North Georgia and other points. Provide the Associated Press with daily poultry and egg market information which is distributed to the press of the State. Supply the Florida Times-Union and Jacksonville Journal and one Miami daily with special daily information of the Jacksonville market. Send out from a low of 47 to as many as 80 telegrams on dates of Jacksonville poultry and egg market changes, and call a dozen or so producers and dealers in the Duval-Nassau area giving them the same market-change information. Handle hundreds of telephone calls weekly, approximately 50 per day, relating to poultry and egg market demand, trend, condition and price. During the 1952 Western-Union strike, the Bureau provided all interested sources with

regular North Georgia Poultry Market daily. From the Bureau offices in Jacksonville we also provide three radio stations with poultry and egg information requested by their farmer-listeners. From Bureau representatives in Tampa and other Florida cities covered, local press and radio stations obtain market information appropriate for the respective section.

In cooperation with the Poultry Association of the State, the Bureau has helped in carrying on consumer educational programs, such as by placing a dressed poultry exhibit at the Tampa Fair in connection with an egg exhibit that showed eggs properly graded for size and quality and packaged in consumer size identified packs (cartons) and wholesale packs of cases, all properly labeled. This exhibit was very popular, was televised and caused a lot of favorable comment. Helped judge and arrange many egg exhibits at district and county fairs. Prepared quite a number of articles for the Poultry Press of the State, several of them were reproduced in the National Press.

To aid in promoting a unified poultry industry, representatives served on a committee to reorganize the State Poultry Council, which Council is composed of delegates from all phases of the industry, from producer to processor and retailer. Met with and addressed the local associations that are scattered from Pensacola to Miami. Gave aid and assistance to 4-H and FFA Poultry Club members by helping secure prize money for them at State and local shows. Helped the adult poultrymen hold shows at local fairs and the State Baby Chick and Egg Show. Our Poultry Marketing Specialist served by request on National Committee on simplification of grades and standards and on Regional Committee for revising Federal-State grades of eggs and poultry meat. Also as member of building committee of Florida livestock pavilions.

In order for West Florida poultrymen to be better informed about market conditions, established market news quotations at Tallahassee for that section. Assisted many poultrymen individually in finding markets for eggs, fryers, and turkeys, and gave several Poultry Associations assistance in locating markets for the products of their members.

We are the only State agency cooperating with the Federal Department of Agriculture to provide cooperative egg and poultry inspection, and thus local dealers can sell to government agencies like Veterans Hospitals and to boats doing coastwise and foreign service. This service also gives retailers the opportunity of selling Federal-State graded eggs, identified and guaranteed for quality and size. The candlers doing grading are under constant supervision of a Federal-State supervisor in plants carrying on this program of packaged eggs identified for the consumer.

The Apiary Industry

Florida beekeepers now produce so much honey from so many kinds of plants that the volume produced in the State places Florida in third position among the other States. To assist bee men in their marketing problems, one of which is more consumption of honey, we, in cooperation

Eighteenth Biennial Report

with the Apiarist of the University of Florida, have secured financial aid for making honey exhibits at the State Fair and other fairs in Florida.

Prepared an article on beekeeping and marketing of honey for the Bulletin which has been popular with the industry. Attended a half dozen Association meetings and gave talks on marketing honey, and advertising through the medium of Fairs and roadside billboards. Advised with the management of the State Cooperative Marketing Association, which had a contract to fill an order for one million pounds of honey that was mostly to New York for export. Have listed honey for sale in the Bulletin regularly for numerous producers. Also bees, equipment, etc., for those producers having surplus. Have prepared and sent lists of honey buyers to those requesting service. Held conferences in Bureau offices with those requesting honey marketing help. Have served many seeking to purchase as well as those wishing to sell honey.

Information has been given as to market outlets for beeswax. Help was provided those needing containers in which to ship carlot volume of honey. Rating and manufacturers directories are stocked to provide further service to honey producers and shippers.

The Floricultural Industry

The rapidly growing Floricultural industry of Florida has attained volume and value rank of high commercial importance. The total seasonal value of the State's horticultural-specialty production is probably not exceeded by more than four of Florida's major vegetable crops. The 1945 Federal Census showed the value of horticultural specialties sold was $2\frac{1}{2}$ times that of 1940. Serving this important industry the Bureau began in 1946-47, and has continued every season since, including New York City cut flower quotations, the only official cut flower quotes in the United States. In 1950-51 and 1951-52 seasons, the Federal-State daily reports from Plant City office also carried the New York cut flower quotes.

Our handling so many claims for fern, bulb and flower shippers emphasized the need for protection to our growers offering floricultural shipments in interstate commerce. As far back as 1941 your Commissioner requested Hon. J. Hardin Peterson to offer in Congress an amendment to the Federal Perishable Agricultural Commodities Act, he introduced H.R. 6247. It became lost in the shuffle with advent of World War 2. At my request Mr. Peterson introduced another similar bill June 10, 1948 - H.R. 6869, which did not pass. Finally Congressman Peterson introduced an outright floricultural measure March 8, 1950, which received Committee consideration but did not pass. Congressman McMullen re-introduced the measure Oct. 15, 1951.

From basic material supplied by courtesy of the New York Department of Farms and Markets, the Bureau prepared for Florida floricultural shippers a tabulation of New York City receipts and price ranges of gladiolus, by months and years for the period 1939 through 1950.

Not satisfied to merely keep step in providing service for current needs of the floricultural producer, we have done considerable planning for future needs of this industry. Arrangements were made to report daily truck passing volume of floricultural specialties beginning with the 1951-52 season. Also tentative schedule was prepared and approved for quoting Florida f.o.b. sales of gladiolus. As requirements are made for additional service in future seasons, we hope thus to "already be ready."

Comprehensive list of florists and dealers handling bulbs, ferns, cut flowers and similar specialties was prepared after diligent research, and mimeographed for distribution to those needing the information.

Claim work for fern producers particularly has been handled by the Bureau in the current biennial period. They would aggregate hundreds. Many personal interviews have been held with the Bureau Commissioner who fortunately has had a third-of-a-hundred years experience in claim details. Help in transportation problems has been given cut flower shippers, and information as to proper method of packing and shipping Florida plumosus fern made available to the industry. Largely as a result of the Commissioner's interest and help to Florida floriculture, he was made a charter director in the formation of the American Hibiscus Society, and is also a member of the American Camellia Society.

The Livestock Industry

The Bureau has helped organize the following:

State-wide Livestock Market Managers Association
Florida Livestock Owner and Managers Association
Florida Federation of Fairs, Livestock Shows and Expositions
Florida Livestock Loss Prevention Committee
Florida Santa Gertrudas Breeders Association

We have helped to prepare standard forms for small livestock shows. Our Marketing Specialists have helped put on 28 fitting, grooming and typing demonstrations. Our Livestock Marketing Specialist has been Ring Master at several livestock shows, judged the livestock, acted as judge in showmanship and fitting and grooming contests, and otherwise helped fairs, livestock shows and expositions to succeed. He has participated in 226 Shows, served as Chairman of State Department of Agriculture Committee on Fairs Livestock Shows, and Expositions, and as Secretary to Florida Livestock Loss Prevention Committee, Florida Federation of Fairs, Livestock Shows and Expositions, and Advisory Secretary to Florida Livestock Market Managers Association. At least 50 public grading demonstrations have been held at fat cattle and hog shows where live animals and often the carcasses have been officially graded.

The Bureau has encouraged improvements of our livestock markets as to design and use, sanitation, weighing and grouping for sale. Has encouraged taking market news and showed how to interpret the market reports. We have cooperated with purebred breeders in stocker-feeder

Eighteenth Biennial Report

sales, and are responsible for many stocker-feeder buyers coming to Florida. We have helped promote and advertise good purebred sales, have advocated pasture improvement, better feeding and care of livestock.

Florida has 28 meat packers and slaughterers, 150 or more other slaughterers, 70 frozen food lockers, 28 livestock auction markets, 6 Cooperative sales points and many cash buyers. This department has contributed its full share in helping to bring about the improved marketing conditions. The Florida livestock producer now sells largely for cash competitively f.o.b. shipping point, whereas fifteen years ago the basis was "What will you give me?"

The livestock department of the Bureau prepares statistical information on livestock; lists of purebred beef cattle and swine breeders by breeds; of frozen food lockers; livestock markets as packers, abattoirs, slaughterers, auctions, etc., and of fairs, livestock shows and expositions; and supplies most any information and material by class needed to help Florida producers obtain better market outlets. Our Marketing Specialist in Livestock has personally distributed about 1,000 Beef Cattle Bulletins and 400 Hog Bulletins.

Florida has many common problems with Alabama, Georgia, Mississippi, the Carolinas and nationally from the viewpoint of grades and standards. We worked with a committee in Georgia on improved plans of livestock auction markets.

Bureau service touches thousands of people through groups and hundreds of individuals. We have helped and furnished information to hundreds of good prospective citizens in other States as to Florida possibilities in livestock. No crop too little, none too big, to prevent our giving the best information possible promptly, and no grower too little or too big for us to serve for the asking. Efficient help is given when needed and wanted.

In the period July 1, 1950-June 30, 1952, the Florida State Marketing Bureau has, in cooperation with the USDA Livestock Market News Office, Thomasville, Georgia, continued improving and expanding its objective of keeping livestock producers informed on current cattle and hog transactions at representative Florida markets distributed over the State and throughout the week (seven markets reported regularly Monday, Tuesday, Wednesday and Thursday each week). In October 1950 an entirely separate daily report to press and radio on Florida cattle sales was initiated thereby giving Florida producers current information on local markets closer to home.

In all the following Florida livestock markets are officially given market news coverage: Monticello, Gainesville, Tampa, Marianna, Arcadia, Kissimmee (to January 1, 1952), Ocala, Belle Glade, Live Oak, Wauchula and Lakeland.

In addition to reporting current volume and prices, the Florida State Marketing Bureau has maintained practical yet detailed records on what

has happened in Florida livestock markets in the past, as a guide to producers for the future. These records include tabulations on average cattle prices (USDA BAE, Orlando, cooperating), price ranges, numbers and percentages applicable to cattle and hogs, and also detailed interstate livestock truck passing records, compiled in cooperation with the State Department of Agriculture Road Guard Stations and the Livestock Sanitary Board.

Miscellaneous Services

Everyone engaged in any phase of Florida's diversified agriculture has upon request been served willingly and promptly by the Bureau. We worked closely with the U.S.D.A. and the Southeastern states to make satisfactory plans for marketing pecans. By our combined efforts the pecan crops have been sold at good prices. The Bureau cooperated in working out basic facts for the Pecan Marketing Agreement and aided in every way possible in marketing this crop by establishing sales places to handle pecans, by helping to standardize grading at shipping point to obtain f.o.b. shipping point prices, and otherwise.

Help has been given upon every request to the syrup and sweet potato producers. Much assistance has been given the cooperative negro farmers association in marketing their syrup.

The Bureau has cooperated with many other agencies: The U. S. Department of Agriculture, Florida Fruit and Vegetable Association, the Florida Citrus Exchange and Florida Citrus Mutual, State Board of Forestry, State Board of Health, State Farmers Markets, Agricultural Extension Service, State Cattle, Dairy and Poultry Associations, State Plant Board, American Hibiscus Society, Federated Garden Clubs, Florida Gladiolus Growers Association, Nurserymen Associations, Vocational Agricultural Teachers, the FFA, Florida Beekeepers Association, State Hatcherymen's Association, Feed Dealers Association, State Chamber of Commerce, Farm Bureau Federation, Agricultural Agents of railroads,—and others.

In brief if anyone is engaged in any line of agricultural production in Florida, the Florida State Marketing Bureau can serve him. Through contacts by Marketing Specialists in the field, through thousands of market reports on all important Florida products sent regularly each season, through one and one-half million copies of the For Sale, Want and Exchange Bulletin going to practically every nook and corner of the State annually, through broad daily press and radio market news coverage, through thousands upon thousands of letters answering calls for information, to mention a few instances, probably no other agency serves a greater number of agriculturists;—providing services needed and requested. As those visiting our offices may have observed, the Bureau is a workshop for the public, an agency without private offices and hard-to-interview departmental executives, where conferring with the appropriate representatives is a matter of only a few minutes if any delay.

The Eighteenth Biennial Report starts with comment on economy. It ends with the Financial Statement on the pages following.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1950 to June 30, 1951

Brought forward June 30, 1950.....	\$ 17,443.96
Appropriation for Year ending June 30, 1951.....	121,170.00
Federal Allotment Special Livestock Market News.....	2,200.00
Credit discarded equipment sold \$362.75; Federal re-imbursement truck passings \$175.38.....	538.13
TOTAL AVAILABLE	\$141,352.09

Expenditures

SALARIES\$69,073.26

NECESSARY AND REGULAR EXPENSES:

Heat, Lights, Water	\$ 677.67
Postage	4,055.03
Telephone - Telegraph	1,848.19
Freight, Express, Cartage	230.32
Travel — Commissioner and Marketing Specialists field duties.....	11,493.19
Cleaning and Laundry Services and Supplies	641.16
Information, Credit and other Contractual Services (including Market News and Tariff).....	14,265.92
Office and Printing Supplies.....	4,296.35
Rent	4,761.00
Office and Printing Equipment, parts and repairs	2,881.19
Paper for Printing	19,244.21
Miscellaneous Items	392.99

TOTAL EXPENSES **\$64,787.22 \$133,860.48**

NET APPROPRIATION BALANCE **\$ 7,491.61**

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1951 to June 30, 1952

Appropriation for Year ending June 30, 1952 _____ \$122,080.00

Expenditures

SALARIES _____ \$69,428.77

NECESSARY AND REGULAR EXPENSES:

Heat, Lights, Water _____	\$ 647.19		
Postage _____	4,875.13		
Telephone - Telegraph _____	2,352.46		
Freight, Express, Cartage _____	172.53		
Travel — Commissioner and Marketing Specialists field duties...	11,538.42		
Cleaning and Laundry Services and Supplies _____	455.21		
Information, Credit and other Con- tractual Services (including Market News and Tariff) _____	13,107.81		
Office and Printing Supplies _____	1,524.15		
Rent _____	5,006.00		
Office and Printing Equipment, parts and repairs _____	4,984.80		
Paper for Printing _____	6,313.16		
Miscellaneous items _____	293.87	\$51,270.73	\$120,699.50

APPROPRIATION BALANCE _____ \$ 1,380.50

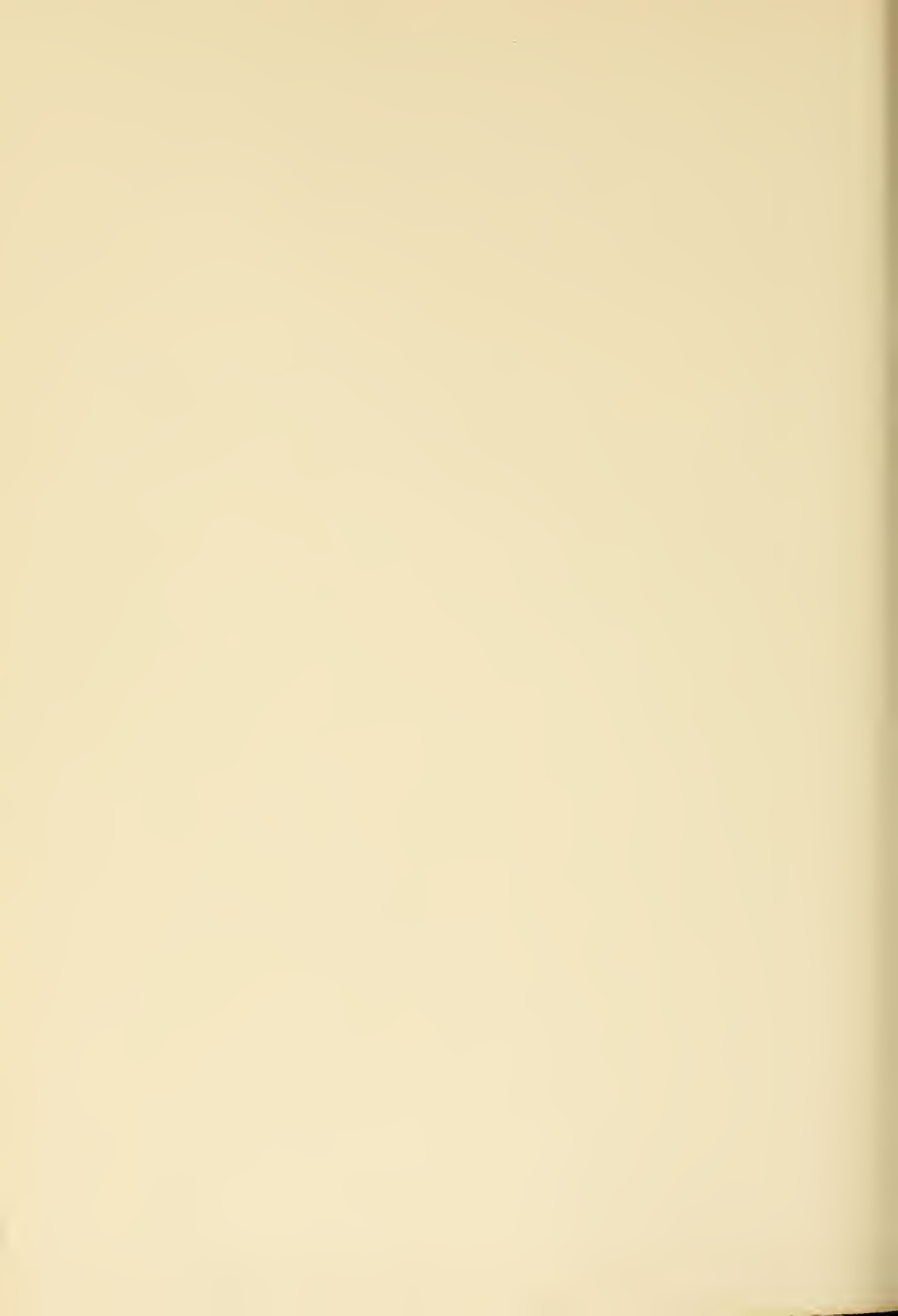
Federal Allotment Special Livestock Market News _____ \$ 1,650.00

Credit Cooperative Dairy Agreement _____ \$ 117.56

\$ 3,148.06





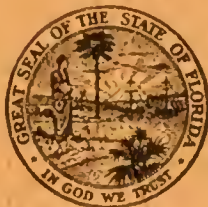


**NINETEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

NEILL RHODES, COMMISSIONER

FOR PERIOD

JULY 1, 1952 TO JUNE 30, 1954



DIVISION OF
FLORIDA STATE DEPARTMENT OF AGRICULTURE
NATHAN MAYO, COMMISSIONER

505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

Letter of Transmittal

Florida State Marketing Bureau

State of Florida

To His Excellency
Honorable Charley E. Johns
Governor of Florida

Sir:

I have the honor to submit to you herewith the Nineteenth Biennial Report of the Florida State Marketing Bureau for the Fiscal Period July 1, 1952 to June 30, 1954.

Respectfully,

Neill Rhodes

State Marketing Commissioner

Jacksonville, Florida
July 27, 1954

NINETEENTH BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU

Prefatory to the body of the Nineteenth Biennial Report of the Florida State Marketing Bureau, I regard it appropriate to briefly emphasize the importance of Florida agriculture. Is its volume large enough, its value great enough to justify the funds appropriated in its behalf - for the assistance and service provided by agricultural agencies? How does the amount of financial support compare with that given other industry? - for occasionally someone becomes disturbed or disgruntled and implies funds made available to State and Federal agricultural agencies are excessive. It is not inappropriate to point out that the amount of money used by agricultural agencies on research, as one example, is very small compared to other segments of our economy. In March 1953 Dr. Byron Shaw, Agricultural Research Administrator, gave an Appropriation's Subcommittee some eye-opening facts. Said he that in 1951 the Federal Government spent about \$56 million on agricultural research, the States slightly more, a total of \$113 million. This was less than 3 tenths of 1 percent of the total cash receipts from farming that year. Industry had spent a little more than this on certain lines of agricultural research and to develop and apply the results in Federal and State laboratories. In glaring contrast, the aircraft industry spent 13 percent of its sales income for research, the electrical machinery industry 6 percent, the chemical industry $2\frac{1}{2}$ percent and the Federal Government furnished about half of the funds used for research by all industry. Federal appropriations for agricultural research comprised less than one-fortieth of total Federal expenditures on research. From the light of such facts there is little shadow of justification for claiming that Congress and State Legislatures have been unfairly giving agricultural departments an advantage over other segments of the economy or other agencies receiving public funds for their maintenance. Note Florida's agricultural volume following page.

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FLORIDA AGRICULTURAL VOLUME AND VALUE 1952-53

CITRUS ACREAGE, PRODUCTION AND VALUE 1952-53 SEASON							FLA. FOB SALES
Oranges	Acres	331,808	Carloads	144,644	Units	Used 72,200,000	\$148,145,000
Grapefruit	"	108,008	"	64,839	"	32,500,000	53,601,000
Tangerines	"	23,000	"	9,969	"	4,900,000	17,083,000
TOTAL	"	462,816	"	219,452	"	109,600,000	\$218,829,000

MISCELLANEOUS FRUIT ACREAGE, PRODUCTION AND VALUE 1952-53 SEASON							
Watermelons	Acres	86,000	Carloads	28,037	Melons	27,520,000	\$ 14,310,000
Strawberries	"	4,600	"	726	Units Used	307,000	2,099,000
Other Fruits	"	14,450	"	2,470	"	1,209,000	3,149,000
TOTAL	"	105,050	"	31,233	"	29,036,000	\$ 19,558,000

VEGETABLE ACREAGE, PRODUCTION AND VALUE 1952-53							
Beans	Acres	65,400	Carloads	10,420	Units Used	6,792,000	\$ 20,225,000
Celery	"	10,100	"	15,374	"	6,366,000	13,299,000
Potatoes	"	40,300	"	18,379	"	9,819,000	15,536,000
Tomatoes	"	57,300	"	21,809	"	8,856,000	38,898,000
Others	"	140,525	"	46,966	"	19,709,000	49,629,000
TOTAL	"	313,625	"	112,948	"	51,542,000	\$137,587,000

GRAND TOTAL ACRES	881,491	CARLOADS	363,633	UNITS	176,418,000	VALUE	\$375,974,000
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LIVESTOCK IN FLORIDA 1952				Head	Unit Value	Farm Value Jan. 1, 1953	GROSS SALES 1952
Beef Cattle and Calves	1,504,000	\$ 85.10	\$127,940,000				\$ 39,494,000
Dairy Cattle	158,000	158.00	24,964,000				(Ind. Beef Sales)
Hogs & Pigs	531,000	19.90	10,567,000				22,309,000
Others (Sheep and Lambs, Goats and Kids, Meat for dog meat, circuses, etc.)							1,643,000
TOTAL							\$ 63,446,000

POULTRY, EGGS AND DAIRY PRODUCTS (MILK) FOR 1952							
Chickens Produced	41,000,000 lbs.	(fryers-hens-roosters) @ 29¢					\$ 11,853,000
Turkeys Produced	2,805,000 lbs.	(hens-toms-fryers) @ 41.5¢					1,165,000
Eggs	32,000,000 Doz.	(white & brown) @ 53¢					16,970,000
Dairy Products	75,000,000 gals.	of milk @ 51.3¢					38,500,000
TOTAL POULTRY, EGGS & DAIRY PRODUCTS							\$ 68,488,000

GENERAL FIELD CROPS 1952		Acres Harvested	Volume Harvested	Unit Price	FARM VALUE
Tobacco-Blue		22,700	25,878,000 lbs.	\$ 0.513	\$ 13,275,000
" Shade		4,000	4,580,000 lbs.	1.80	8,244,000
Corn		637,000	9,874,000 bu.	1.75	17,280,000
Cotton		54,000	30,000 bales	194.50	5,922,000
Peanuts		54,000	48,060,000 lbs.	0.102	4,902,000
Sweet Potatoes		8,000	560,000 bu.	4.11	2,296,000
Sugar Cane & Seed		43,700	1,526,000 tons	7.60	11,598,000
Sugar Cane-Syrup		5,000	725,000 gals.	1.35	979,000
Blackstrap Molasses		-	9,304,000 gals.	-	*(1,760,000)
Oats		36,000	1,080,000 bu.	1.15	1,242,000
Velvet Beans		60,000	15,000 tons	40.00	600,000
Soy Beans		12,000	240,000 bu.	2.75	660,000
Hay		78,000	54,000 tons	26.50	1,431,000
Cow Peas for peas only		3,000	14,000 bu.	4.80	67,000
TOTAL		1,017,400	*(Unofficial Estimate)		\$ 70,256,000

MISCELLANEOUS CROPS AND SPECIALTIES 1952					
Pecans	13,000*	Unofficial	4,300,000 lbs. @ 0.21		\$ 900,000
Tung Nuts	30,500 acres	"	31,000 tons @ 84.00		2,604,000
Honey & Wax (227,000 colonies)	17,297,000 lbs.	@ \$0.163 (Gov. Support Price 4¢)			2,827,000
Gladiolus	-	(Not Determined)			9,750,000
Other Nursery Products	-	(Not Determined)			13,793,000
TOTAL MISCELLANEOUS CROPS AND SPECIALTIES					\$ 29,874,000

Agricultural Group Sales: Citrus Fruits, Miscellaneous Fruits & Melons, Vegetables	375,974,000
Livestock-Sales to Markets, Farm Sales and Home Consumption	63,446,000
Poultry, Eggs and Milk Sales	68,488,000
General Field Crops-Farm Value (Revised Figures)	70,256,000
Miscellaneous Crops and Specialties (Revised Figures)	29,874,000

TOTAL FLORIDA AGRICULTURAL GROSS VALUE	\$608,038,000
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MARKET NEWS INDISPENSABILITY

The current biennial period has again been one in which farmers were caught in the cost-price squeeze between rising prices for what they bought and lower prices for what they sold. Continuing have been the needs of Florida, and American agriculture to reduce costs, improve quality and broaden markets. An ever-present need is to balance farm production with variety and quantity of products consumers want and will buy at fair prices. This involves providing market information and improving facilities for its distribution to serve the greatest number at the lowest cost.

The Vegetable Advisory Committee, report of Administrator, Agricultural Research Service, released March 30, 1954, stated in substance: "The Committee felt that all of present activities in marketing service and education, with vegetables, should be expanded, were of high priority but within the high priority group - Collection and dissemination of basic data and market information on production, distribution and prices of vegetables is given No. 1 priority."

While perfection is impossible in this day of changing trends, the market structure, the market itself is man-made and human error is unavoidable. Sales prices are based upon human judgment in making bids and offers. Knowledge of those engaged in marketing procedures is not complete, but worse it is not generally distributed equally - the grower usually being the less informed of all conditions upon which the price of his products depends.

With all the splendid cattle markets operating in Florida, an estimated one-third of annual sales of livestock are not sold at auction. A producer selling livestock at the farm has available - and not all receive those - terminal market reports and the country, or auction sales reports as a guide in farm values. Most of the lower grades sold through auction, some of the higher grades sold individually by producers, is a practice which tends to lower the farm-sale base. The Bureau is undertaking to gather more information on farm-side sales.

In making price information available to farmers, an official agency can hardly expect to escape the strain and persuasion of political pressures. It has been the steadfast purpose of the Florida State Marketing Bureau to provide the growers with factual, representative market and marketing information. Experience shows that farm programs must be developed gradually by evolutionary process. The grower must have time to digest and adopt information to individual operations. Yet unattained is a wholly satisfactory system for levelling supply with demand which will assure at least fair prices and reasonable income stability to agricultural producers. Current, reliable market information is the very cornerstone of the marketing system.

A decade or so ago when most of the fruits and vegetables moved by rail and water, a daily complete record of volume shipped, in transit and received at terminal markets was prepared and distributed. With more than half of the fruit-vegetable volume now moving by truck, a system of obtaining information on truck shipments had to be devised. Florida pioneered in this service and today has perhaps the most complete daily records of truck movement and the best system of obtaining a breakdown of its volume, of any state. The daily ship-

NINETEENTH BIENNIAL REPORT

ment record released by the Bureau now includes movement by rail, truck and all other means of transportation, for the same current, previous-to-release 24-hour period.

Rapid changes in our system of distribution as evidenced by more direct buying at the farm and local or concentration markets, the increasing trend of by-passing terminal markets, decentralization of processing plants, creates demand for market news expansion, for complete quotations of prices of products at local as well as terminal markets.

LIVESTOCK MARKET NEWS

Two livestock market news reporters were added to the Bureau force August 1, 1953 for wider coverage of South and North Florida markets. The body of the first Florida area Weekly Livestock Market Summary released (for Friday, August 14, 1953) after the two additional reporters started under the new schedule is here reproduced.

Combined receipts at the major packing plants auction and cooperative markets at: Belle Glade, Blountstown, Bonifay, Chipley, DeFuniak Springs, Graceville, Jay, Kissimmee, Lake City, Lakeland, Live Oak, Madison, Marianna, Monticello, Okeechobee, Ocala, Quincy, Tampa, Trenton, Wauchula, Webster, Alachua, Arcadia and others.

	<u>Cattle</u>	<u>Calves</u>	<u>Hogs</u>
Week ended August 14, 1953 (estimated)	5,200	3,075	8,425
Same period last week	4,876	2,738	8,177
Same period last year	2,969	1,941	10,206

CATTLE AND CALVES: At twelve auctions, compared one week ago, slaughter cattle steady to \$1.00 off, frequently \$1.00-3.00 off on canner and cutter grades, but steers these grades about steady. At Ocala, calves steady to \$2.00 off, spots \$3.00 lower. Stoker steers steady to \$1.00 off, spots \$2.00-3.00 down, Heifers near steady, spots strong, stock calves steady to \$1.00 up, best action on lightweights but stock cows steady to \$1.00 off, some \$3.00-3.50 down at Monticello. At Arcadia, most classes steady to strong, calves 25¢ to \$1.00 up but stock cows 50¢ to \$1.00 down. At Belle Glade Thursday compared with Monday, most classes weak to \$1.00 off, some cows off more.

Sales included good steer and heifer yearlings \$17.00 to \$18.75 as high as \$20.25, commercial \$12.80-16.50 extremes \$17.25 and \$12.00, utility \$10.25-14.50, as low as \$9.00, cutter \$6.60-12.50 as high as \$13.50, canner \$5.25-9.75. Commercial cows \$12.50, utility \$8.50-11.25, as low as \$7.00, cutter \$6.50-10.50 as high as \$11.75, canner cows \$5.00-8.00 as low as \$3.75, utility and commercial bulls \$10.00-12.75, a few \$8.00-9.00, canner and cutter \$6.50-10.75 extremes \$12.50 and \$4.00. Good slaughter calves \$15.00-18.50, a few around \$14.00, commercial \$11.00-15.75, utility \$9.50-13.50, as low as \$8.00, cull \$6.00-12.25. In stockers, medium and good steers \$12.25-14.50, same grades heifers \$11.25-15.75, common stockers \$8.00-13.00, a few heifers to \$14.75. Inferior stockers \$6.00-12.50 as low as \$3.00. Medium and good stock calves \$12.00-15.00, odd heifer calves \$17.00 at Wauchula and \$18.00 at Kissimmee. Common stock cows \$6.25-12.25, inferior \$5.00-10.25, a few \$3.75 and less.

Slaughter Cattle and Calves

<u>STEERS</u> and <u>HEIFERS</u>	Choice	500-1100*	\$20.75-23.50	<u>BULLS:</u>	Commercial All wghts	\$11.00-15.00
	Good	500-900*	17.75-22.00		Utility "	9.00-13.75
	Commercial	All wghts.	13.00-18.50		Can. & Cut. "	6.00-12.00
	Utility	" "	10.00-15.00	<u>CALVES:</u>	Gd. & Ch. "	14.00-20.00
<u>COWS</u>	Can. & Cut.	" "	6.75-12.50		Commercial "	12.00-15.75
	Commercial	" "	12.50-15.00		Utility "	9.00-13.50
	Utility	" "	8.50-13.50		Cull Clv-Vlr "	5.00-11.50
	Cutter	" "	7.00-10.50	<u>VEALERS:</u>	Gd. & Ch. "	16.00-22.00
	Canner	" "	5.00-8.75		Util & Coml "	10.00-17.50

Stocker and Feeder Cattle and Calves

<u>STEERS:</u> Gd. & Ch.	500-800*	\$14.50-19.00	<u>CALVES:</u> Gd. & Ch.	250-500*	\$15.50-20.00
Medium	500-300*	12.00-16.00	(Steer-Bull) Med.	" "	12.50-16.50
Common	All wghts.	9.00-14.00	Common	" "	8.00-14.50
Inferior	" "	6.50-11.00	Inferior	All wghts.	6.50-12.50
<u>HEIFERS:</u> Med & Gd	500-750*	11.25-18.00	<u>CALVES:</u> Gd. & Ch.	250-500*	15.00-20.00
Inf. & Com.	All wghts.	7.00-15.00	(Heifer) Medium	" "	13.00-18.00
<u>COWS:</u> Com & Med.	" "	7.00-12.00	Common	" "	9.00-16.00
Inferior	" "	4.00-10.00	Inferior	All wghts.	8.00-14.00

Florida Weekly Hog Market Review

Aggregate all classes 8,500. Prices were up and down, Sales 180-240 lb. barrows and gilts \$20.00-22.04, Gainesville receipts 840, 180-240 lbs \$20.10, 160-180 lbs \$19.40, 140-160 lbs \$18.00, 120-140 lbs \$16.50, 100-120 lbs \$14.65, 80-100 lbs \$13.00. Sows \$14.35 and \$17.10. Live Oak receipts 1,000. 180-240 lbs \$22.04, 160-180 lbs \$21.30, 140-160 lbs \$20.00, 120-140 lbs \$16.10, 100-120 lbs \$14.00, 80-100 lbs \$12.75, 60-80 lbs \$12.00. Sows \$15.00-17.75. Ocala receipts 350. 180-240 lbs \$21.70, 160-180 lbs \$21.65, 140-160 lbs \$20.15, 120-140 lbs \$10.00, 100-120 lbs \$15.00, 80-100 lbs \$13.40. Sows \$18.50-19.80. Florida sales feeder pigs: Good \$17.50-22.00, Top \$23.00 Marianna, Medium \$13.50-18.50, Common \$17.50-15.25 as high as \$17.00.

Representative Florida Livestock Markets

BELLE GLADE Thurs. Aug. 13, Receipts cattle 475. Slaughter steers and heifers good \$17.00-18.25. Commercial \$12.00-14.50, few to \$16.75, Utility \$11.00-15.00, Bulk \$12.00-13.00. Canner and cutter \$7.00-12.25, utility cows \$10.00-11.00. Utility bulls \$11.00-12.00, canner and cutter \$7.50-10.50. Commercial calves \$13.25, utility \$9.50-12.50, cull \$7.75-8.50. Stockers scarce.

OCALA Thurs. Aug. 13, receipts cattle 206, calves 165, stockers 50%. Slaughter calves \$1.00, spots \$2.00 off, canner and low-cutter steers steady, better grades 50¢-1.00 off, cows steady, few 50¢-1.00 off early, but cutters strong late, bulls steady to \$1.00 off. Stockers strong, inferior lightweight heifer calves active but fleshy medium and good Angus bull calves slow, commercial steers \$15.50, utility \$11.50-14.25, canner and cutter \$6.75-12.25. Utility cows \$9.50-11.00, cutter \$7.00-10.50, canner \$3.50-7.00, utility bulls \$11.00-12.75, canner and cutter \$5.75-10.25. Good slaughter calves \$15.50-18.00, commercial \$12.50-15.75, utility \$10.50-14.00, cull \$6.00-10.50. Common stkr steers and heifers \$9.75-10.25, inferior mostly yrlds \$5.00-12.50. Medium and good Angus calves \$11.00-15.75, common \$10.00-13.50, lightweight Angus heifer calves common and inferior mixed \$14.00-17.75. Common stock cows \$9.00-10.00, inferior \$2.00-9.00.

WAUCHULA Thurs. Aug. 13, receipts cattle 305, calves 452, cutter steers and heifers \$8.00-11.25, Canner \$7.00-8.50, utility cows \$8.75-9.75, cutter \$7.75-8.50, canner \$6.00-7.75, utility bulls \$8.00-12.50, cutter \$8.00-9.75, commercial calves \$11.75-14.25, utility \$10.00-11.50, cull \$7.25-10.00. Common and medium stocker steers and heifers \$11.25-14.25, inferior \$8.00-11.50, inferior stock calves \$8.00-17.00, bulk \$12.00-13.00. Inferior stock cows \$4.50-9.25.

ARCADIA Friday Aug. 7, 1953. First Annual 4-H Club feeder cattle and calf sale, Receipts 102. (Offerings sold to both replacement and slaughter accounts) medium stocker and feeder steers \$12.00-14.75, bulk \$12.50-14.00, inferior \$8.00-11.25, bulk \$8.75-10.75, one \$14.00. Common stocker calves \$11.75 inferior \$8.00-11.75, bulk \$9.00-11.00. Commercial slaughter steers \$14.25-21.75, bulk \$16.00-18.00, utility \$11.00-14.75, bulk \$12.25-13.75, one \$16.25, cutter \$11.00-13.00, bulk \$12.00-12.25, one \$14.00. Commercial calves \$12.50-12.75, utility \$10.75-12.50, cull \$8.00.

NOTICE: Sixth Annual Feeder Calf Sales, Gainesville Livestock Market, Gainesville, Florida. Brahman, Wed. Aug. 26, 1953. Brahman and Brahman cross steers and heifers only, 2 yrs old and under 300 lbs, minimum weight. Angus, Wed. Sept 2, 1953. Black and butt-headed showing predominance of Angus, steers and heifers only, 2-yr old and under. Hereford, Fri. Sept. 4, 1953. Three-fourths Hereford or better and must show definite Hereford characteristics, steers and heifers only, 2-yr old and under, 200 lbs. min wgt. Sales times will be 1 PM for all sales.

MONTICELLO: Monday, Aug. 10, 1953. Receipts cattle 306, calves 84. 38 percent

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stockers, slaughter cattle \$1.00-2.25 off, least decline for good but canner and cutter grades \$2.00-3.00 lower, calves \$1.00-3.00 off. Stocker 50¢ to \$3.00 off, cows \$3.00-3.50 lower. Slaughter steers, commercial \$12.80-15.80, steers and heifers, utility \$9.00-13.25, cutter \$6.60-12.00, canner \$5.30-8.00, calves choice \$17.70, good \$15.00-17.95, commercial \$11.00-14.00, cull and utility \$7.00-11.00. Cows, commercial \$12.50, utility \$8.00-9.50, canner and cutter \$4.90-8.50. Bulls, good yearling \$15.10, commercial \$10.00-12.75, utility \$10.00-10.30, canner and cutter \$6.00-9.80, stocker steers \$14.40-14.50, common and medium \$9.25-14.30, inferior \$5.00-8.75. Heifers, good \$15.75, medium \$11.25-15.75, common \$8.00-10.75, inferior \$6.25-8.75. Calves, medium and good \$12.00-14.20, inferior and common \$6.00-12.00, cows, common \$6.25-7.75, inferior \$2.50-7.25. HOGS: Estd receipts 700. Barrows and gilts 180-240 lbs \$20.07, 160-180 lbs \$18.81, 140-160 lbs \$17.80, 120-140 lbs \$15.00, 100-120 lbs \$14.35, under 100 lbs \$13.80, 240-270 lbs \$19.57, 270-300 lbs \$19.07, 300 lbs up \$18.57. Sows 180-240 lbs \$17.00, 160-180 lbs \$16.00, 140-160 lbs \$14.50, 240 lbs \$15.05.

GAINESVILLE: Monday, Aug. 10, 1953. Receipts cattle 741, calves 305. Slaughter steers and heifers, good \$17.00-20.25, bulk \$17.50-18.00, commercial \$14.00-16.75, utility \$11.00-14.25, cutter \$9.00-12.50, canner \$6.00-10.00. Calves, good \$15.00-17.25, bulk \$15.25-15.75, commercial \$12.00-15.75, utility \$11.00-14.00, cull \$7.00-11.00. Cows, utility \$11.25-12.25, cutter \$8.00-11.25, canner \$5.00-8.00. Bulls, utility \$10.25-13.00, cutter \$8.00-13.00, canner \$5.00-8.25. Stocker steers, medium \$14.00-15.25, common \$8.00-13.75, inferior \$6.50-12.00. Heifers, medium \$12.50-16.00, common \$8.75-14.00, inferior \$7.75-12.50. Calves, medium \$13.00-14.00, common \$8.50-13.00, inferior \$5.00-11.50. Cows, Medium \$10.00-13.00, common \$8.50-10.75, inferior \$5.00-9.00.

BELLE GLADE: Monday, Aug. 10, 1953. Receipts cattle estd. 800, calves 200. 30-35 percent stocker general demand good although utility steers and heifers and calves often slow. Stockers only fairly active. Slaughter steers and heifers, commercial \$15.25-17.00, utility \$12.00-14.50, one \$16.00, cutter \$8.00-13.50, canner \$6.25-9.75. Cows, utility \$11.00-12.00, cutter \$8.25-11.00, canner \$4.00-8.50. Vealers and calves, good \$15.25, commercial \$12.25-15.25, utility \$10.00-12.50, cull \$9.00-12.25. Bulls, utility \$11.75-12.25, cutter \$8.50-11.75, canner \$7.50-8.75, stocker steers, common \$9.50-13.00, inferior \$3.00-10.75. Heifers, common \$9.25-10.25, inferior \$7.00-11.00. Calves, common heifers \$11.50-12.25, inferior \$7.00-10.75. Cows, common \$10.75, inferior \$5.00-6.00.

MARIANNA: Tuesday, Aug. 11, 1953. Receipts cattle 96, calves 34. 62 percent stockers, steady to \$2.00, and more lower compared three weeks ago. Slaughter steers, commercial and good \$16.50-18.00, utility \$10.25-13.25, cutter \$8.25-9.50. Heifers, commercial \$14.75, calves, commercial and good \$12.00-16.75, utility \$11.25-13.50. Cows, utility \$8.75, canner \$5.00-6.20. Bulls, commercial \$11.00, cutter and utility \$8.00-11.75. Stocker steers, common and medium \$10.00-14.50, inferior \$8.00-10.25. Heifers, common and medium \$10.00-13.25, inferior \$8.00-11.50. Calves, common and medium \$10.25-14.50. Cows, inferior \$3.75-8.75. HOGS: Estd. receipts 750. Barrows and gilts 180-240 lbs \$20.30, 160-170 lbs \$20.60, 140-160 lbs \$19.00, 120-140 lbs \$14.30, 100-120 lbs \$13.00, 240-270 lbs \$19.10. Sows 180-240 lbs \$17.00, 160-180 lbs \$14.05, 240 lbs up \$16.00. Feeder pigs good \$17.75-20.00, odd lots double treated purebred \$22.25 and \$23.25, medium \$13.50-18.75, as low as \$11.00, common \$7.50-12.00, a few \$17.00.

OSKEECHOBEE: Tuesday, Aug. 11, 1953. Receipts cattle estd 200, calves 150. 41% stockers. Supply small compared last week, moderately active. Few steers and heifers, slow, out State active on stkr. steers and calves, slaughter steers and heifers, utility and commercial \$11.75-14.00, canner and cutter \$8.00-11.25. Utility cows \$9.50-11.00, cutter \$8.00-9.75, canner \$3.00-7.50, bulk \$5.00-7.00. Utility and commercial calves \$11.75-14.00, cull \$10.00-12.00. Cutter bulls \$8.00-12.50, canner Brahman \$11.00 early. Common stocker steers \$8.50-11.00, common heifers \$10.00-12.75. Inferior stockers \$6.50-12.00. Lightweight heifers and calves up to \$13.50, common and medium stock calves \$11.50-12.75. Common stock cows \$9.75, inferior \$4.00-8.50.

LAKE LAND: Tuesday, Aug. 11, 1953. Receipts cattle 266, calves 142. 32% stockers, slaughter steers steady to 50¢ higher. Vealers and calves and bulls steady to slightly weaker, cows steady to 50¢ lower, stocker heifers 50¢ higher. All others about steady. Slaughter steers and heifers, commercial \$13.75-16.75, utility \$11.75-13.75, cutter \$10.00-12.00, canner \$6.50-9.75. Vealers and calves, good \$15.50, commercial \$11.75-15.25, bulk \$12.50-14.25, utility \$10.50-12.25, cull \$6.00-11.00. Cows, utility \$9.00-10.50, cutter \$7.50-9.00, canner \$5.00-7.50. Bulls, cutter \$10.00-12.50, canner \$4.25-5.00. Common stocker

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steers \$11.50-12.85, common heifers \$11.50-14.50. Interior stockers \$7.50-12.00. Common stock calves \$11.50-14.50, inferior cows \$5.00-10.00, bulk \$6.00-8.75. KISSIMEE: Wednesday, Aug. 12, 1953. Receipts cattle 356, calves 796. 37% stockers. Slaughter classes steady \$1.00 and more lower, utility cows \$1.00-1.50 off, calves steady to 50¢ lower. Stockers steady to \$1.00 off except calves steady but inferior heifer calves strong to 50¢ higher. Stock cows steady, few common \$1.00 off early. Slaughter steers and heifers commercial \$13.75-16.50, utility \$11.00-14.50, cutter \$9.00-11.75, canner \$5.00. Utility cows \$8.50-11.25, canner and cutter \$5.00-9.75. Commercial to near good calves \$11.75-17.00, bulk commercial \$12.00-13.75, utility \$10.50-13.25, cull \$5.00-11.25. Utility bulls \$10.75-12.00, canner and cutter \$7.00-9.00. Common and medium stocker steers \$9.25-14.00, bulk common \$10.75-12.75, common and medium heifers \$9.50-14.00. Inferior stockers \$7.25-12.00. Lightweight heifers up to \$14.00 and heifer calves to \$15.00. Common and medium stock calves \$10.00-14.50, medium heifer calves \$18.00, common stock cows \$7.75-10.75, inferior \$3.50-10.25, bulk \$5.25-8.75.

ARCADIA: Wednesday Aug. 12, 1953. Receipts cattle 201, calves 252. 65% stockers. All steers steady, slaughter calves 25-50¢ up, cows steady to slightly higher. Stocker heifers and calves 25¢ to \$1.00 up but cows 50¢ to \$1.00 lower. Cutter steers \$9.25-10.50, canner \$8.00, utility and commercial heifers \$11.25-13.25, cutter \$8.75-10.50, utility cows \$7.00-8.50, cutter \$6.25-8.75, canner \$3.75-6.75. Cutter bulls \$7.00-11.00. Common stocker steers \$9.25-13.25, common and medium heifers \$10.25-16.25. Inferior stockers \$8.00-11.75, calves up to \$13.00, common and medium stock calves \$10.75-14.75. Common stock cows \$7.25-8.25, inferior \$4.25-6.75.

LIVE OAK: Wednesday, Aug. 12, 1953. Receipts cattle 400, calves 150. 64% stockers. Slaughter steers, heifers, bulls and stocker steers \$1.00-2.00 lower, some utility steers near steady, cows steady to 50¢ off and calves steady to \$1.00 lower. Stocker heifers only weak but cows steady to 50¢ lower. Commercial steers and heifers \$13.50-14.25, calf weight yearling heifer \$12.50, utility as high as \$14.25, bulk \$9.25-13.25, cutter \$6.75-10.00, canner \$5.25-7.25. Utility cows \$9.50, cutter \$7.50-8.75, canner \$5.00-8.00. Utility bulls \$9.25-12.00, cutter \$6.50-9.25, canner \$4.00-6.75, bulk \$5.50-6.75. Commercial calves \$12.50, utility \$9.00-11.50 as low as \$8.00. Medium stocker steers \$13.00, common \$8.00-10.75, common and medium heifers \$8.00-14.00, inferior stockers \$6.50-10.75. Common, medium and a few good Texas whitefaced heifer calves \$31.00-67.00 a head, common and medium heifers \$70.00-105.00, cows \$80-105.00 head.

Fifteen Florida livestock markets are given official coverage by the Bureau cooperating with the U. S. Department of Agriculture. New market coverage in current biennial period: Jay, first quoted Nov. 25, 1952. Other markets given official Bureau livestock market news coverage since last biennial report are Graceville, Madison, Palatka (Limited), Belle Glade, Okeechobee. In addition important outside markets are carried in regular releases to provide a well rounded out livestock market news service for Florida.

POULTRY AND EGG MARKET NEWS SERVICE

Market news service for poultry and eggs, started by the Bureau's quoting the Jacksonville market back in 1919, has expanded until now a blanket state-wide coverage is available. Egg quotations for the St. Petersburg market were started Dec. 15, 1952. The Graceville section was given service after special arrangements, first quotes for eggs released Nov. 17, 1953. North and West Florida - Quincy to Pensacola - sections poultry and egg market news service were included in the semi-weekly Poultry and Egg Market Report of the Bureau, first official release of Dec. 11, 1953 reproduced immediately following:

NINETEENTH BIENNIAL REPORT

Jacksonville, Fla. SEMI-WEEKLY POULTRY & EGG MARKET REPORT Report - Friday
 505 West Adams St. Jacksonville, Orlando, Tampa, Tallahassee, Dec. 11, 1953
 Telephone #4-0423. Miami, St. Petersburg-Clearwater, Quincy Report #1206
 to Pensacola

Neill Rhodes, Commissioner
 Florida State Marketing Bureau

Division of Florida State Department of Agriculture, Nathan Mayo, Commissioner

JACKSONVILLE MARKET - EGGS Dec. 9-11, 1953

Minimum weights per case: Jumbo 56 lbs; Extra Large 50½ lbs; Large 45 lbs;
 Medium 39½ lbs; Small 34 lbs. Minimum weights per dozen as shown below.

Supply fully adequate for fair demand, market about steady with unsettled undertone.

ALL SALES TO RETAILERS

FLORIDA GRADE A (See Note 1 & 2) (Min 80% Grade A)	Net Weight Per Dozen	Store Door Delivery Current Market per dozen			
		Loose		In Cartons	
		Dec. 9	Dec. 10	Dec. 9	Dec. 11
Large	24 oz. mostly	59¢	57¢	64¢	62¢
Medium	21 oz. "	52	52	57	57
Small	18 oz. "	45	45	50	50
Extra Large	27 oz. "	61	59	66	54

SHIPPED-IN GRADE A (See Note 3)
 (80% Grade A)

Shipped in Cartons

		Dec. 9	Dec. 10	Dec. 11
Large	24 oz. Mixed colors	63-68 mos. 64-65¢	62-68 mos 63-64	61-66 mo. 62-63
Medium	21 oz. Mixed colors	54-59 " 56-58	54-59 " 56-57	53-59 " 55-56

1. Some nearby Florida Special packs sometimes sold at slightly higher prices.
2. Sales to Consumers by local Producers generally 10-15% higher than Fla. Quote.
3. Sales in large lots to chain stores generally 10¢ above Chicago or 8¢ above New York in cartons.

NEW YORK (USDA) Wholesale Market Thurs. Market about steady. U.S. Extras (Min 47%, 65% Gr A) Doz. Large-Whites 50-51¢, Mxd colors 50-51¢. (Min 60% Gr A) Doz. Medium-Whites 45-46¢, Mxd colors 44-46¢.

CHICAGO (USDA) Wholesale selling prices Thurs. Market about steady. Large Extras 45-48 lbs. (Min 60% Gr A) Doz. Whites 47½-48½¢, Mxd 47½-48¢, Med. Mxd 44½-45¢.

ATLANTA (USDA) Cases included Thurs. Market steady to firm. Loose basis, per doz. Add 3¢ extra for sales in cartons to retailers. Wholesale Grades. Min 60% Grade A, Lge Whites 50½-53¢. Large Mxd 50½-53¢. Medium 46½-49¢. To Retailers Consumer Gr A. Large Whites 57-54¢, Large Mxd 57-65¢. Medium 53-60¢.

JACKSONVILLE MARKET - POULTRY

Good Merchantable Quality

Supply adequate for fair demand, market slightly weaker on fryers and slightly higher on hen turkeys.

Live Weight Per Pound	Delivered to Large Dressers Wholesale Quantities		
	Dec. 9	Dec. 10	Dec. 11
Fryers	all weights mostly 27½-28½¢	26-27¢	25½-26½¢
Hens, Red	5 lbs. up " 30-31	30-31	30-31
Hens, White	4½ lbs. up " 23-25	23-25	23-25
Hens, Light	under 4 lbs. " 20-21	20-21	20-21
Roosters, Old	" 17-18	17-18	17-18
Turkeys	Young hens " 38-39	40-41	41-42
Turkeys	Young toms " 33-34	34-35	34-35

1. Small lots of poultry (under 2500 lbs.) delivered by truckers or producers to small retail dressers - usually 2-3¢ higher than quote. Producers Sales to Consumers generally 10-15% higher.

PALATKA, FLA.: (By County Agent) FRYER MARKET: Per lb. F.O.B. Farm Sale Thursday. Offerings, none. practically no demand. No sales reported. Nominal price range 25-26¢, mostly 25¢. Top price includes small lots, and mostly price represents weighted average of truckload sales.

ATLANTA: To Wholesalers Thursday per lb. Hvy Hens 27-30¢, Lgt. Hens 18-22¢, Roosters 15-18¢.

NORTH GEORGIA (USDA) FRYER MARKET: F.O.B. Farm prices, per lb. for 24 hrs ending 10 AM Thurs. Market weak. Offerings and supplies burdensome especially heavier weights. Most farm trading uncovered today was at undetermined prices as buyers operating on a wait and see basis. The top of at farm prices as listed represent trading Weds. undertone unsettled. Prices paid broilers or fryers under 3½ lbs at farms 23-24½¢, FOB plants 24-26¢, mostly 24¢.

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ORLANDO MARKET - EGGS

Dec 8-10, 1953

FLORIDA Grade A	Net Weight Per Dozen		Store Door Delivery Current Market to Retailers per Dozen	
			Loose	In Cartons
Large	24 oz.	mostly	61¢	66¢
Medium	21 oz.	"	56	61
Small	18 oz.	"	48	53
Extra Large	27 oz.	"	63	68

Sales to Consumers by Producers generally 10-15% higher than quotations.

ORLANDO MARKET - POULTRY

FLORIDA Grade A	Live Weight Delivered to Dressers		Dressed and Drawn Delivered to Retailers
Fryers, 2 lbs. up	29¢		50¢
Hens, Heavy	30		49
Hens, Light	24		43

ST. PETERSBURG-CLEARWATER MARKET-EGGS

Dec 8-10, 1953

FLORIDA GRADE A (Min 80% Grade A)	Net Weight Per Dozen		Current Market per Dozen	
			Loose	In Cartons
Large	24 oz.	mostly	63¢	68¢
Medium	21 oz.	"	58	63
Small	18 oz.	"	51	56
Extra Large	27 oz.	"	66	71

From nearby poultry farms.

Sales to Consumers by Producers generally 10-15% higher than quotations.

TAMPA MARKET - EGGS

Dec 8-10, 1953

Supply moderate, market about steady.

FLORIDA Grade A	Net Weight Per Dozen		Store Door Delivery Current Market to Retailers per Dozen	
			Loose	In Cartons
Large	24 oz.	mostly	61¢	66¢
Medium	21 oz.	"	56	61
Small	18 oz.	"	49	54
Extra Large	27 oz.	"	63	68

TAMPA MARKET - POULTRY

Supply moderate, market about steady.

Live Weight Per Pound			Delivered to Dressers
Fryers, Red	all weights	mostly	31¢
Hens, Heavy	4½ lbs. up	"	30
Hens, White, Heavy	4 lbs. up	"	25
Hens, Light	under 4 lbs.	"	20
Roosters, Old		"	18
Turkeys	Young hens	"	40
Turkeys	Young toms	"	35

MIAMI MARKET - EGGS

Dec 8-10, 1953

Supply moderate, market steady.

FLORIDA Grade A	Net Weight Per Dozen		Store Door Delivery Current Market to Retailers per Dozen	
			Loose	In Cartons
Large	24 oz.	mostly	66¢	74¢
Medium	21 oz.	"	50	58
Small	18 oz.	"	41	49

Producers sales in cartons direct to consumer generally higher than carton price to retailers.

MIAMI MARKET Continued.

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MIAMI MARKET - POULTRY

Dec 8-10, 1953

Supply moderate, market unsettled.

FLORIDA Grade A	Live Weight Delivered to Dressers		Dressed and Drawn Delivered to Retailers	
	Dec. 8-9	Dec. 10	Dec. 8-9	Dec. 10
	27 1/2-30 1/2	26-29 1/2	44 1/2-51 1/2	43-50 1/2
Fryers 2-3 lbs.				
Hens, heavy breeds	31-34	31-34	47-50	47-50
Hens, light "	20-23	20-23	38-41	38-41
Turkeys, young hens			40-43	40-43
Turkeys, young toms			34-37	34-37

TALLAHASSEE MARKET - EGGS

Dec 5-10, 1953

Supply liberal, market weak.

FLORIDA Grade A	Net Weight Per Dozen	Store Door Delivery Current Market to Retailers per Dozen					
		Loose			In Cartons		
		Dec. 5-7	8-9	10	Dec. 5-7	8-9	10
Large	24 oz.	60¢	61¢	59¢	63¢	64¢	62¢
Medium	21 oz.	51	52	50	54	55	53
Small	18 oz.	43	43	42	46	46	45
Extra Large	27 oz.	62	63	61	65	66	63

West Florida - Graceville area, one large dealer - special packs store door delivery, case lots, loose: Large 60¢, Medium 53¢; Small 45¢.

TALLAHASSEE MARKET - POULTRY

Supply about normal, market steady.

FLORIDA Grade A	Live Weight Delivered to Dressers		Dressed and Drawn Delivered to Retailers	
	Dec. 5-7	Dec. 8-10	Dec. 5-7	Dec. 8-10
	30-31 1/2	28-29 1/2	50-51 1/2	48-49 1/2
Fryers, 2 lbs. up				
Hens, Red, heavy	29-30	30-31	49-50	50-51
Hens, light	17-18	17-18	27-28	27-28
Roosters, old	16-17	16-17	26-27	26-27
Turkeys, young hens	40-41	38-39	60-61	58-59
Turkeys, young toms	35-36	33-34	55-56	53-54

WEST FLORIDA - QUINCY TO PENSACOLA - Eggs and Poultry

EGGS:	Loose		In Cartons		POULTRY:	Live Weight		Dressed-Drawn	
	Dec. 8-9	10	Dec. 8-9	10		Dec. 8-10	Dec. 8-10	Dec. 8-10	Dec. 8-10
Large	61¢	60¢	65¢	64¢	Fryers, Red	27-28¢		47-48¢	
Medium	50	49	54	53	Hens, Red	28-29		48-49	
Small	44	43	48	47	Hens, Light	16-17		26-27	
Ex. Large	63	62	68	66	Roosters	15-16		25-26	

The report shows the number of Florida and outside markets given regular official coverage. Every Tuesday and Friday the year round the Poultry and Egg Market Report is mailed free to all requesting the service. Quotes all markets for Monday, Wednesday and Thursday, on which days reports are not mailed out are also included in the following Tuesday and Friday releases so that no days are missed and complete daily record is made available to the more than 1800 using the data regularly for sales, invoice and other reference purposes. On dates of changes in poultry and egg prices, a large number of telephone calls are made to those desiring immediate notice, and a still greater number of telegrams are sent. The information is given still wider distribution through the daily press, radio and television stations. A weekly report of daily and weekly average prices of fryers on the Jacksonville market to the Agricultural Statistician, Orlando, Fla., was started Sept. 19, 1952, supplemented with a compilation for the period August 1, 1951 through Sept. 5, 1952. Conservatively estimated, twenty-million dollars' worth of Florida eggs alone are sold on the basis of the Florida State Marketing Bureau quotations. The livestock and poultry and egg reports comprise only part of the overall market news service of the Bureau in co-operation with the U. S. Department of Agriculture.

CITRUS MARKET NEWS SERVICE

The Federal-State Citrus Market News offices are located in Lakeland. Daily reports are prepared throughout the Florida citrus season, the service providing statewide coverage. Mr. H. F. Willson, Local Federal Representative in charge, makes the following report (May 26, 1954):

The Federal-State Market News Service is rendered to all interested parties from the initial beginning of each season or early in September until the close of the volume shipping season for fresh citrus along in June. Beginning in October and extending usually into June daily reports are mailed to a list of primarily growers but including shippers, receivers, transportation officials, Colleges, Universities and all others interested in any or all of the various phases of the Florida Citrus Industry. This mailing list ranges around a thousand, fluctuating somewhat depending on time of season. Market News Office primarily furnishes basic data, principally shipments, distribution and auction prices, to the citrus industry.

The Daily Citrus Report comprises briefly the following:
 Daily shipments via rail, boat and truck from Florida and principal competing states (Arizona, California and Texas) with totals to date this year and last together with the final for last season;
 Summary of Rail passings Florida gateways, East West and South together with totals to date for each classification;
 Number of boxes of Florida oranges, grapefruit and tangerines processed each day with an accompanying to-date for current season and previous season;
 Current daily citrus auction averages for the 10 auction markets for Florida oranges (Interior and Indian River), temples, tangerines with grapefruit broken down into 'Seed' and 'Seedless' and 'White' and 'Pink' for all markets. (These Florida auction averages are further supplemented by prices for California oranges and Texas grapefruit or the principal competing states);
 Daily FOB prices for Florida oranges, grapefruit and tangerines by sizes and sections supplemented by 'Cash Delivered In' prices reported by processors for oranges, grapefruit and tangerines;
 Passings Potomac Yard and Passings & Diversions Cincinnati and Russell, Ky., for all classes are included daily on the bulletin;
 For the terminal markets, cars arrived, cars on track, cars unloaded are tabulated daily for all citrus both Florida and competing states;
 Truck receipts all classes all states are tabulated for principal terminal markets;
 Arrivals and track holdings 16 cities together with truck receipts 12 cities are a daily feature;
 Jobbing prices on nearby markets such as New Orleans and Atlanta are used daily;
 Thruout the season U.S. Crop Estimates for all classes, all states with previous comparisons are included monthly immediately upon release from Washington D.C. at 3:00 PM;
 Bimonthly U.S. Citrus Fruit Production and Utilization by Areas; Weekly Auction Averages, all cities;
 Numerous timely special features such as freeze damage, wind damage etc. are included from time to time.

The 'backbone' of wire dissemination, daily newspaper and radio coverage on citrus is the daily CND service, inaugurated by the Federal-State Market News Office on Citrus in the early '30s'. By this means all essential information, namely shipments, passings and auction prices, is made immediately available to all interested parties at a very moderate cost. (Rate set by the FCC or Federal Communication Commission). There are 4 CNDs daily, namely shipments (rail, truck and boat all states, all classes) with East, West & South segregation of Florida gateway passings; Potomac and Cincinnati Passings; together with 2 auction reports consisting of detailed auction sales of Florida, California and Texas citrus for 10 auction markets. Leading newspapers thruout the State subscribe to this service and prominent radio stations further disseminate the citrus information supplied by the Lakeland office, making available to additional hundreds or thousands.

Florida's annual citrus production is now well in the 100,000,000 box crop bracket representing an average gross of approximately \$200,000,000 yearly for the past five seasons. The Federal-State Market News Office supplies the basic

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data for this vast industry and makes same available at earliest possible moment. Organizations such as the Florida Citrus Commission, The Growers Administrative and Shippers Advisory Committees, Florida Citrus Mutual, Florida Tangerine Cooperative and various shipping organizations use our shipment figures, both as to type of carrier and combined as 'final' in all their compilations and as a guide in setting up their seasons' and day to day operations. The detailed distribution data, rail and truck which originate in their entirety here in the Lakeland office receive even wider use and general acceptance in obtaining broader and better distribution of the crop. The Florida Citrus Commission (A State organization representing all factions, fresh and processed) bases their annual multi-million dollar advertising campaign on detailed data originating and furnished by the Lakeland Market News Office. This distribution data is used as evidence in determining shipping rates as determined at ICC Hearings from time to time.

The three most important supplements to the daily information disseminated by mail, telephone, wire, newspapers and radio are the 'Rail carlot unloads 100 cities', 'Interstate truck distribution' and annual 'Marketing Florida Citrus Summary'. Each will be described briefly as follows:

1. Citrus Unloads by months in 100 U.S. Cities and Imports 5 Canadian Cities.

Unloads are tabulated for oranges, grapefruit, tangerines and mixed citrus from all states of origin. These 100 cities account for better than 90% of the rail distribution for Florida citrus so consequently is very comprehensive and representative. As soon as this information is received from Washington in code each month, stenoids are immediately cut and run with copies mailed to the entire mailing list.

2. Truck distribution which now accounts for well over half of Florida's fresh citrus shipments is compiled in its entirety in the Lakeland office. During the 1953-54 season approximately 23,000,000 boxes of Florida citrus was posted, segregated by varieties according to truck 'manifests'. Of this amount fully one third was less than solid truck loads one variety but ranging from a few boxes of any variety up to 200 boxes. This information is doubly valuable because similar information is not available from competing states and with this data a most complete over-all picture of Florida's citrus distribution is immediately available. In the truck distribution, 47 States, District of Columbia and Canada are represented monthly. Thruout this area 103 cities are listed separately. In addition the volume destined to smaller cities within each state are simply designated 'Other Points' for each state. The result is 'pin point' distribution for any large consuming area or receiving district. (Large cities and surrounding territory).

3. Annual Florida Citrus Summary ranging around 60 pages, compiled and assembled entirely at the Lakeland office. Individual requests are received each year for approximately 1000 copies. This is one of the most popular releases of the local office. It includes: 4-page write-up or summary of the season; detailed shipment tabulation by type of Carrier; cannery utilization; production and disposition tables; Seasonal unloads in 100 cities for oranges, grapefruit, tangerines and mixed citrus from all states; truck receipts in 20 leading markets; Seasonal inter-state truck distribution in 47 states segregated into 103 cities; weighted auction averages for oranges, grapefruit and tangerines by markets; FOB prices; Prices Paid by Cannerys; Number of trees moving from Nurseries in Florida; Certified Lime shipments and Detailed Florida Production of Canned Citrus.

VEGETABLE-MISCELLANEOUS MARKET NEWS

Special Federal-State vegetable market news offices are located in concentrated shipping areas or on State Farmers Markets, cooperatively operated during the principal shipping season of the commodities common to the various sections, as at Belle Glade, Hastings, Leesburg, and on the State Farmers Markets at Sanford, Pompano and Plant City. Summaries similar in content to the citrus summary above outlined are released by each of the vegetable market news special field offices following the season's operations. The base and nearby points are

included in f.o.b. or cash track prices, and other important areas are covered,- Florida City and Dade County, Ft. Pierce, Ft. Myers, Gainesville, Lake Okeechobee section, Oviedo, Palmetto, Manatee-Ruskin, Immokalee, Zellwood, Weirsdale, Wauchula, Webster, Sarasota, Starke, and others. The Dover strawberry auction was added in the Plant City reports in the 1953 season. Leased wire service was provided the State Farmers Markets at Ft. Myers and Wauchula during the 1953-54 season.

A special Lime-Avocado-Mango report is mailed out daily from the Jacksonville offices in the months July-October inclusive. At request of industry, the basis of "packages" was changed to total "pounds" and carlot equivalents. Also obtained data for including in reports showing total-package truck receipts all markets. The San Francisco market was added. These improvements were made in 1953.

Since starting the Federal-State vegetable market news reports in the 1923-25 biennial period, a special daily miscellaneous vegetable market report has been issued by Federal-State departments cooperating from the Bureau offices in Jacksonville. The report carries shipment, passing, supply, demand, terminal market and shipping point quote information. It has state-wide, blanket coverage, the mailing list having reached in peak seasons from 2000-2500, though with increasing number of field offices in larger shipping areas, the Jacksonville release mailing list has lost several hundred names. In some instances better mail delivery is possible from Jacksonville, the report has been established longer period of time, it includes ALL vegetables shipped in sufficient volume that quotes can be reported regularly, and is of particular service to seasons starting before volume is great enough to warrant opening field reporting offices and after volume declines to point the expense of continuing such offices is not justified. It is especially helpful in keeping vegetable shippers in North and West Florida, - outside the heavy producing areas where field stations are maintained in season,- fully informed as to market prices and conditions. The daily Federal-State miscellaneous vegetable market bulletin mailed from Nov. 1-June 30 each season reaches all sections, serves all shippers, and fills in spots not otherwise directly served by the Federal-State field offices. It includes also the three largest cities in Florida, both fruit and vegetable data.

The New York flower market was included in the daily Jacksonville and Plant City releases. Arrangements were made in December 1953 to obtain Florida gladiola shipment information from all carriers,- air, express and truck, for administrative study and planning.

Many spot quotations are obtained for growers and shippers on products for which regular daily service is not provided, as honey, hides, pecans, corn, hay, syrup and miscellaneous.

Noting the two specimen reports above and considering in multiples the citrus, non-citrus, vegetable and cut flower coverage from the numerous points issued, some idea can be formed of the volume of market news made available daily to the Florida agricultural industry.

The rapid expansion in our market news service required that we add Oct. 1, 1953, an Assistant Market News Specialist to our staff in the Jack-

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sonville offices for fruit, vegetable, poultry and egg reports, daily and annual. Also an additional stenographer Nov. 1, 1953.

ANNUAL FRUIT AND VEGETABLE REPORT

The annual report of the Bureau is based upon and would be impossible to prepare without the extensive market news data. The 1952-53 annual report consisted of 136 pages of Florida agricultural statistical information. The index pages given here indicate the mass of material our annual fruit, vegetable and miscellaneous report contains:

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Some 2000 copies of the annual report are prepared each year. The report is widely used by all segments of the fruit and vegetable industry, growers and shippers, packers and processors, transportation companies and the various lines of industry selling agricultural equipment, various and sundry supplies and services. Claims and disputes are often settled on the basis of our annual report data, and the report is used also in litigation, tax cases, alleged contract violations, and some court procedure. The F.O.B. Florida shipping point prices, carried also in the For Sale Want and Exchange Bulletin, were used in three different Court cases in the last season.

THE FOR SALE WANT AND EXCHANGE BULLETIN

Entered to the mails June 2, 1919, its origin preceding by only four months another old-line service, - egg quotes started Oct. 2, 1919 reviewed above, - the For Sale, Want and Exchange Bulletin continues in service, popularity and farm-home usefulness. Mailing list count for Cost Ascertainment Report to Postoffice Nov. 1, 1951 showed 59,582 subscribers, Nov. 1, 1953, 66,397. At this writing the mailing list contains some 69,000 names, and by Nov. 1, 1954 is expected to reach 70,000. Most of the circulation is within Florida, but each issue of the Bulletin goes to many other states and several foreign countries. Twenty-four issues per year each feature an agricultural marketing editorial and carry listings for bona fide farmers of seeds and plants

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both ornamental and farm and grove, livestock, poultry and eggs, farm implements and equipment, farm lands, farm and grove products, miscellaneous for sale and wanted. The number of listings ranges from 425 to 600 per issue. The regular 4-page issue went to 6-page size for the issue of Feb. 2, 1953, handled incidentally without extra cost except for larger size sheet. In order to accommodate increased demand for Bulletin space and prevent carryover of 50-75 listings each issue, smaller type was used effective April 1954, relieving temporarily at least cost for larger than regular 4-page bulletin.

Special notices were carried in the Bulletin of State lands for sale; feature notice of National Honey Week October 26-November 2, 1952, to help in marketing the large honey crop; of Brahman, Angus and Hereford Fifth Annual Feeder Calf Sale at Gainesville Sept. 3-10-12, 1953; the Camp McQuarie Poultry Institute; special article-notice for the State Plant Board and Florida Board of Forestry; special notices May 15, 1954 issue for State Department of Agriculture relating to the Florida Agricultural Bond and License Law, and the U.S. Department of Agriculture relating to June Dairy Month; and others in the public interest. Truly the farmers friend, it is read estimated basis by 150,000 people.

In addition to the 4-page daily miscellaneous vegetable market report issued November 1 through June 30, the lime-avocado-mango report daily from July 1 through October, the 2-page semi-weekly poultry and egg market report every Tuesday and Friday, and the For Sale Want and Exchange Bulletin on the 1st and 15th of each month, all issued from the Bureau offices in Jacksonville, preparing and releasing the Annual and other reports, other Bureau office work consists of answering immediately on receipt the heavy mail correspondence. Every conceivable type of agricultural marketing information is requested and supplied, including inquiries routed to the Bureau from various other agencies. Telegraph and telephone requests are given prompt clearance. The Commissioner personally handles the greater part of the correspondence.

CLAIMS PROCEDURE

With legal and traffic experience of thirty-five years, the Commissioner personally handles claim work which involves many products, for best moving whether by direct demand upon the debtor, filing under the Federal Perishable Agricultural Commodities Act, Federal Produce Agency Act, the Florida Agricultural License and Bond Law, or other State laws specifically applicable, by reference to Bureaus in other States, through attorneys under Commercial Law League Rates and Practices, or as the collection of each claim may best and the most economically be undertaken. Many accounts have been collected for Florida growers after they had exhausted all other procedures known to them.

RATING GUIDES AND DIRECTORY SERVICE

Hundreds of requests to determine dealer status as to financial and commercial responsibility are received each year. To provide service in all lines, the Blue Book of the Producer Reporter Company, the Red Book of the New York Packer and the Reference Book of Dun & Bradstreet are under continuous subscription to the Department. The Bureau also subscribes for Thomas' Directory of American Manufacturers to supply information requested for source of supply of equipment, supplies and miscellaneous articles needed by farmers. The Bureau library also stocks other agricultural directories.

DIVERSITY OF QUALIFICATIONS

It is taken for granted by the public, and possibly by those engaged in individual specialty farming operations in Florida, that agricultural departments shall serve their various lines of agricultural pursuits. They may not stop to realize that very few states grow as many different kinds of products as Florida. The Florida agricultural agency must be staffed with efficient personnel qualified to serve individuals and groups producing commercially a great number of widely diversified crops. It is evident by noting some of the activities of the Assistant Commissioner of the Bureau who also handles Marketing Specialist duties, dairy and poultry products, that he has served multiple segments of Florida's diversified agriculture during the current biennial period. He has attended 61 meetings of Florida producers, attended by between 14,000 and 15,000 people. Among the various organization meetings which he attended, many times serving as guest speaker, were: the Mango and Avocado Growers' Forum, also the South Florida Citrus, Lime, Mango and Avocado Institute; the Future Farmers State Convention; the Poultry Institute; the Farm Bureau Convention; the conventions of the Florida Fruit and Vegetable Growers Association; the State Beekeepers, the State Dairy Association; numerous Dairy Calf Shows and Sales sponsored by the 4-H and F.F.A. organizations over the State. He has attended Poultry Association meetings in all parts of the State, from Miami to Pensacola, and helped with their marketing problems. Served as a member of the State Poultry Council, and of the Committee on Livestock and Crop Show Pavilions; served on a committee representing the Commissioner of Agriculture in preparing the budget for assistance to Shows, Fairs and Exhibits, including adults and 4-H and F.F.A. activities. Assisted the Chief of the Inspection Division of the Florida Department of Agriculture organize and conduct Poultry and Egg Grading Schools with the assistance of the Federal Department of Agriculture, Inspection and Grading, for training Florida inspectors, two in Gainesville in cooperation with the Poultry Department, University of Florida, one in Miami, one in Tampa and one in Jacksonville. Was chairman of Poultry and Egg Committee that conducted Merchandizing Schools for poultry products, participants being the Poultry and Egg National Board, the Florida Poultry Department of University of Florida, the County Agents, Home Agents, Poultry Inspectors, and the trade, - in Miami, Tampa, Orlando and Jacksonville. Appeared on the program of the Convention of the Inspectors of Florida Department of Agriculture. Talked on the functions of the Marketing Bureau at several meetings of Civic Clubs. Took part in one television program advertising the Florida poultry industry. Took part in at least a dozen radio broadcasts, covering wide range of topics. Assisted in judging eggs at some twenty 4-H and F.F.A. Egg Shows, two State Baby Chick and Egg Shows and eleven Fairs. Helped organize one poultry and egg marketing association and four wholesale egg buying stations, which are grading and packing about 40,000 cases of eggs each month with a value of 6 or 7 million dollars annually. With the cooperation of the Poultry and Egg Division, helped establish a West Florida Market News Service on eggs, to assist a very rapid-growing West Florida industry. Worked in cooperation with the Dairy Inspection Division of the Florida Department of Agriculture on marketing problems, also with the Florida Dairy Association particularly in West Florida. In cooperation with the Poultry and Dairy Products Grading and Inspection Divisions of the U.S. Department of Agriculture, the Assistant Commissioner serves as Federal-State Supervisor, providing a Federal-State grading service for these products. This service allows dealers to secure Government certificates on poultry and dairy

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products to settle disputes as to grades, and also allows them to bid on contracts to deliver to Federal agencies. Many eggs and dairy products are sold on this basis by Florida dealers.

FIELD SERVICES OF SPECIALISTS

The Marketing Specialist in Livestock and Field Crops has attended and co-operated with sponsors of Short Course for Fair Managers, Cattlemen's Field Days, Swine Growers Field Days, Cattlemen's schools; cooperated with and given all help possible in judging and otherwise to the Purebred Dairy Cattle Sales; Purebred Beef Cattle Sales; West Florida Dairy Show; County, District and State Youth Fairs and adult Fairs. He helped in making State survey to determine amount of hay being imported by livestock men as compared to the amount of Florida hay they produced or purchased. He cooperated with farm leaders and farmers in obtaining official Weights and Measures Department check of certain scales over which crops being harvested by the pound were weighed. Aided farmers and cattlemen to receive Livestock, Fruit and Vegetable and Watermelon Reports, Livestock and Meat Statistics, and other reports essential to their keeping fully informed of market conditions. Cooperated with the State Department of Vocational Agricultural Education in putting on Cattle Grooming Demonstrations before Agricultural classes in Schools and at Fairs. Cooperated with State Department for Vocational Agricultural Education for Negroes by judging farm-product exhibits at Fairs. Attended Annual Meetings of State Cattlemen's Association and made suggestions to that Association of ways and means of marketing Florida cattle and the excess cattle production in U.S. Worked with State Livestock Auction Markets to improve the sanitary facilities of those markets and to prevent livestock diseases which might be incurred through market contamination. Prepared several articles for the "For Sale, Want and Exchange Bulletin" on Livestock Auction Markets, Purebred Cattle Sales, and Florida Honey Week. Made talks on marketing problems to Civic Clubs, State Beekeepers Association, Cattlemen's Associations and Farm Bureau meetings. Visited with as many individual livestock men, on their farms and ranches, as time would permit, discussing and advising on marketing problems. Originated idea and worked with organizing West Florida Cattlemen's Association, comprising Bay, Calhoun, Franklin, Gulf and Liberty Counties. Crossed strict specialist lines and took active part in helping market North and West Florida 1953 and 1954 melon and cucumber crops. Attended meeting and took part in establishing cash track melon market in Bonifay for 1953 crop. Sent out informational letter calling attention to North and West Florida melon acreage, freight rates, diversion points, etc., to large number of melon buyers. Worked closely with the Florida State Beekeepers Association in supplying marketing assistance. Originated and helped sponsor the Florida Honey Week. Assisted in marketing the Florida pecan auction sale at Monticello. These are high lights of the activities of the Marketing Specialist in Livestock and Field Crops, which many times crossed and went beyond the lines of a strictly defined livestock and field crop service.

Previous mention has been made in this report of the Bureau's livestock market news service. The responsibility and services of the Livestock Market News Specialist whose aims and activities during the period July 1, 1952-June 30, 1954, have advanced this project to very creditable rank, are given mention here. Appropriate credit is given his two assistants, the Tampa reporter, the representative from the Range Cattle Station quoting Arcadia, the County Agent quoting Jay, and all whose cooperation have made the service

possible. The Livestock Market News Specialist is a sort of field coordinator for cooperative livestock price reporting work between the Bureau and the U.S. Department of Agriculture, whose regional agency is the AMS Livestock Office in Thomasville, Georgia. This Federal-State set-up has the responsibility of collecting and reporting current livestock movement, volume, prices and other pertinent information to producers and all others interested. At present this is based upon receipts and prices on representative livestock auction markets in Florida. Since the U.S. Government is participating in this project, Federal livestock market standards and grades are used, and are necessary for meaningful information and statistics. The Bureau works closely with the USDA Bureau of Agricultural Economics Statistician, Orlando, Florida, in compiling livestock price statistics. Auction market reporting and tabulating related statistics require additional duties of the Livestock Market News Specialist who has helped train the full-time livestock reporters added to the Bureau's staff and those of other agencies reporting markets for the Bureau in extending market coverage. He has expanded statistical information materially as a result of additional markets reported; has taken an active part in feeder cattle sales, grading demonstrations, and grade correlation (live vs. carcass) work to improve grading efficiency; has written livestock articles for the For Sale, Want and Exchange Bulletin (Bureau), some of which were reprinted in trade magazines, and several especially for the Florida Cattleman and Livestock Journal; made recommendations to the USDA in Washington, concerning proposed Federal livestock grade revisions; supplied considerable information to the USDA in the form of Florida cattle auction receipts, prices and situations and outlook notations, outshipments of Florida cattle to other states, etc. Many hours of statistical recording and tabulating are required to arrive at intelligent appraisals, some of which have been of significance in Government action following overloaded markets. Supplied similar data in answer to requests from other State agricultural agencies, meat packers, transportation agencies, producers and others including out-of-State prospective citizens. Has tabulated the Bureau information on cattle prices which has been used as a basis for current analytical studies of Florida cattle marketing by Mr. W. K. McPherson, Professor of Agricultural Economics, College of Agriculture. The Livestock Market News Specialist in the Bureau main office quotes regularly three markets each week. The livestock market news reporters stationed at Wauchula and Tallahassee, covering South and West Florida livestock markets, follow the same pattern of coverage. Their work has been outstanding and appreciated by cattle interests in the broad territory assigned to them. Quoting him: "Briefly, our aim has been not merely to record and report livestock receipts and prices, but to be a source of up-to-date information on Florida livestock. We are concerned with extending the service so as to more widely disseminate current, accurate, more complete livestock market data based on long established and widely used Federal standards. We are anxious to aid the producer in more intelligent marketing, and to help improve the quality of Florida livestock."

COMBINATION OFFICE AND FIELD ACTIVITY

Specialists whose duties consist mainly of outside field services, rendered statewide in coverage as outlined above, necessarily must handle some inside office detail. Occasion less often requires specialists performing inside work to also function in outside assignments. Rare indeed is the person who can well do both without neglect of one or the other lines of service. A striking exception is in the poultry-egg, fruit-vegetable market news division of the

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Bureau office staff. Our Market News Specialist serving so well so long, - since 1929 - has in the current and previous biennial periods "done so much for so many" that his specialty can forego pin-pointing in this report. Instead he prefers comment be devoted to the Assistant Market News Specialist, joining the Bureau force October 1, 1953. The Assistant Market News Specialist fortunately possesses to enviable degree the faculty to work inside or outside, mix and mingle, or play solitaire with tough desk duties. The activities of the Assistant FVPE Market News Specialist have been numerous and covered all phases of the market news work-- such as compiling information for the four-page F & V market report, for public and permanent file use, answering correspondence and phone requests, writing articles for trade use, and quoting the egg market. Collaborated in the preparation of the Florida Fruit and Vegetable Annual Summary which contains many of the important agricultural statistics available for Florida as well as a number of tabulations compiled by the Florida State Marketing Bureau. As the report takes several months to compile, type, and multilith, it is one of the most time consuming and important responsibilities for the Market Reporter. Wrote articles for the Florida press, among which were: "Florida Pioneers Collection of Truck Shipments", "Florida Truck Shipments - Early History", "Trucks and the Florida Fruit and Vegetable Industry", "Marketing Florida Watermelons", "A Look at Florida's Fresh Fruit and Vegetable Marketing". Collected gladiolus shipment information during the 1953-54 season, which data will be tabulated and used in determining the gross value of this important Florida horticultural crop, and be used as a source of general background information for future reference. The Bureau here again has started "something new" and left the trenches of regular agricultural-main-crop routine to compile necessary basic data upon an important crop outside the "five big lines" of Florida agriculture. Although the final shipments are not complete at this writing, it appears that the volume shipped from the State will be around 2400 carlot equivalents or over 500,000 hampers by rail express, truck and air. Gladiolus is generally considered a specialty crop and is grown on a large scale in Lee, Manatee, Martin, St. Lucie, Indian River and Brevard counties. In St. Johns County glads are grown in many small plots by small grower producers as well as in larger acreages by specialized growers or firms. Some acreage is also to be found in Clay, Seminole and Jackson counties. The Assistant FVPE Market News Specialist, with the cooperation of the Florida Fresh Fruit and Vegetable Association, has explored the field of radio and press dissemination of Market News price information on a State-wide basis; has worked out brief summaries on shipping point and city markets suitable for press and radio release; prepared similar poultry and egg material. Through such activity, with the proper trade support, the Bureau can supply the agricultural industry of Florida with valuable, current marketing information on all commodities. This Specialist has made the necessary number of field trips to keep informed on market conditions and to learn the market news needs from various shipping sections and segments of the trade. He held many local interviews with the egg and poultry receivers and producers. One trip was made to the University of Florida at Gainesville as the Bureau exchanges market data with certain members of the University staff and also receives information for the Florida Annual Fruit and Vegetable Summary from them. During January a field trip was made to visit Federal-State market news offices down state, to better coordinate the general vegetable market news service, and shippers were interviewed in the various sections. He also attended a Southeast Market News conference in Atlanta, Ga., which meeting covered marketing problems, market quotations and terminology for F & V and P & E products, and faster dissemi-

nation of market price information for the industry. The Assistant FVPE Market News Specialist appraises some of the fundamentals of one line of his market news work quoting the egg market:

"In the reporting of markets for various products, accuracy is extremely important regarding the segregation of commodities as to origin, types of packages, and grades of quality and condition. The fruit and vegetable trade in Jacksonville fortunately is concentrated in areas where personal contact is possible, whereas the egg and poultry trade is scattered throughout the city making it necessary to collect this poultry and egg information by phone. Extracting market information can be secured most accurately by personal contact, thereby creating a greater degree of respect for the reporter and for the material he obtains. Where it is impossible to have daily person-to-person interviews with members of the trade and it is necessary to collect the market information by phone, a reporter must nevertheless make personal visits from time to time. The reporter must be able to determine the trend of the market as shown by price fluctuations, demand, and the attitude of buyers and sellers."

THE BUREAU OFFICE FORCE

The fine work of the Bureau personnel mentioned in the foregoing depended upon the efficient, loyal teamwork of the secretarial, clerical, general routine office force. While naturally their work is less known to the public, without their performance of detailed duties, the net results of field and specialized outside activities would be woefully deficient. The foreman of the printing and mailing room for example, with the Bureau more than a quarter-century and his three assistants - they turn out the market reports, the annual report, the For Sale, Want and Exchange Bulletin which releases are read by an aggregate of thousands whom they never meet personally. The stenographic, telegraphic, book-keeping, Bulletin editing force deserve more than this passing mention in view of their faithful, job-well-done, veteran years of service. This recognition of their service merely opens the back of the watch for a view of the "works" behind the face design more often observed by the public.

The following taken from the New York Packer, issue of June 12, 1954 in impartial analysis of Bureau personnel, points up the underlying reason why the Bureau force from top to bottom holds second-to-none in efficient-service ranking position:

"Neill Rhodes, Commissioner of the Florida State Marketing Bureau, some way or other always shows up with just the right man for the right job when resignations occur in his field.

"Perhaps this is due to the fact that Mr. Rhodes, who holds a political job, just refuses to play politics when employment of key men is involved."

EVERY-DAY OFFICE ROUTINE

Conferences and interviews by the hundreds each year are held in the Bureau offices with representatives in all walks of life related to agriculture. The Commissioner or any assistant may be seen at once, - no waiting, special advance appointments or private-office barriers to prevent giving the visitor what he wants, immediately, efficiently and courteously.

NINETEENTH BIENNIAL REPORT

Groups frequently confer with the Bureau. The Agricultural Marketing Class of the College of Agriculture at Gainesville visits us an average of twice each year to become familiarized with the various and extensive services of the Florida State Marketing Bureau, particularly market news. Professor W. K. McPherson and his Agricultural Marketing Class of 18 boys spent an hour in Bureau conference May 13, 1954.

Some information unavailable elsewhere is requested which may involve special study and research to obtain. For example, several month's time was required to make survey of the feed consumed by Florida livestock, how much of the total was produced or manufactured in the State and most difficult of all to determine, how much was imported. The special data were released August 1, 1953. Likewise special summaries are prepared which serve useful and sometimes emergency purpose which at the moment cannot be given public release, such for instance as special livestock data provided the U. S. Department of Agriculture in June 1953. We have reason to believe such data were used by the government to purchase lower grades of Florida cattle to the general betterment of the State's cattle industry.

Only major functions of the Florida State Marketing Bureau, period July 1, 1952-June 30, 1954, have been detailed in the foregoing review. It is self-evident without recapitulation here that such agency serving so many in this its thirty-seventh year of activity would answer thousands of letters and telegrams, receive and make hundreds of important telephone calls, and hold numerous interviews in both office and field.

Detailed all-inclusive report of the "branch-office" type activities of the Bureau, such as the services of the Market News Representative in Tampa, would require pages. Quotation service for Tampa (also Miami under cooperative arrangements) fruits, vegetables, poultry and eggs was started in 1929. The Tampa representative in addition has covered the Lakeland Livestock Market, and until duties required more hours than available in the working day quoted the Arcadia Livestock Market. The Tampa representative has also made Federal-State official inspection on dairy and poultry products in his area. As an indication of the many duties required and services there rendered, the West Coast Poultry Association, the Florida Agricultural Council and the State Farm Bureau have recommended that sufficient funds be included in the next Bureau budget to provide the Tampa Market News Representative with an assistant.

Indeed this report has already exceeded the dimension limit carefully respected during its preparation. No busy person this modern day in time should be expected to read voluminous reports. The Bureau Biennial Reports are sufficiently concise that those most concerned or even indirectly interested may be relieved of burdensome pages of detail, and encouraged to read them in whole or in essential part rather than discard them in disgust. So conclusion shall be brief in stating only that: Our pride of the record of performance in the past is exceeded only by our dedication to plans for sound marketing service to Florida's agricultural industry in the future.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1952 to June 30, 1953
PART ONE

Brought forward June 30, 1952	\$3,148.06
Appropriation for Year ending June 30, 1953	122,080.00
Federal Allotment Special Livestock Market News	2,750.00
Credit: Discarded equipment sold \$100; Coop. Dairy Agreement \$40.74	140.74
 TOTAL AVAILABLE	 \$128,118.80

Expenditures

SALARIES \$71,731.08

NECESSARY AND REGULAR EXPENSES:

Heat, Lights, Water.	\$692.39	
Postage	5,450.94	
Telephone-Telegraph	2,298.43	
Freight, Express, Cartage	225.51	
Travel - Commissioner and Market- ing Specialists field duties	11,326.15	
Cleaning and Laundry Services and Supplies	460.07	
Information, Credit and other Con- tractual Services (including Market News and Tariff)	12,985.95	
Office and Printing Supplies	2,759.04	
Rent	5,056.00	
Office and Printing Equipment, parts and repairs	2,162.23	
Paper for Printing	8,570.10	
Miscellaneous items	272.34	
	<u>\$52,259.15</u>	<u>\$123,990.23</u>

NET APPROPRIATION BALANCE	\$ 4,128.57
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FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1953 to June 30, 1954
PART TWO

Appropriation for Year ending June 30, 1954	\$171,140.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	57.79
TOTAL AVAILABLE	\$173,397.79

Expenditures

SALARIES	\$94,039.10
NECESSARY AND REGULAR EXPENSES:	
Communication and Transportation of things	\$10,229.25
Printing Services	70.00
Repairs and Maintenance	656.95
Travel	18,362.19
Utilities.	592.08
Other Contractual Services	14,235.70
Heating Supplies	26.99
Maintenance Materials and Supplies	1,807.59
Motor Fuels and Lubricants	22.77
Office Materials and Supplies.	1,203.97
Paper for Printing	13,740.35
Insurance and Surety Bonds	118.81
Rental of Buildings	5,116.00
Office Furniture and Equipment.	4,289.08
	\$70,471.73
	\$164,510.83

BALANCE CARRIED FORWARD TO 1954-55

\$8,886.96

THE BUREAU PERSONNEL

Neill Rhodes Commissioner
F. W. Risher . Assistant Commissioner--Specialist, Poultry and Dairy Products
L. T. Pendarvis. Specialist, Livestock and Field Crops
F. H. Scruggs Specialist, Market News, Vegetables, Poultry and Eggs
E. F. Scarborough. . . Specialist, Market News, Vegetables, Poultry and Eggs
G. N. Rhodes Specialist, Livestock Market News
W. L. Jackson In Charge Printing and Mailing Room
Edna G. Ferguson Secretary
Sadie G. Odum Stenographer
Pauline C. Seale. Stenographer
Kathryn L. Vernon Stenographer
Sara Wright Stenographer
Caryl C. Michael. Telegrapher
Fred O. Witt Mechanical Operator
H. L. Mayberry Mechanical Operator
Chris Georgiades Mechanical Operator

F. L. Lothamer Market News Representative, Tampa
Harold C. Howze Market News Representative, Wauchula
Dick Stark Market News Representative, Tallahassee

John B. Phelps Market News Representative (cooperative) Miami
M. B. Smith Market News Representative (cooperative) Orlando
F. B. Arnold Market News Representative (cooperative) Tallahassee
H. E. Gooden Market News Representative (cooperative) St. Petersburg

OFFICE HEADQUARTERS - 505 W. Adams Street, Jacksonville, Florida.



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1954/56

**TWENTIETH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

NEILL RHODES, COMMISSIONER

FOR PERIOD
JULY 1, 1954 TO JUNE 30, 1956



DIVISION OF
FLORIDA STATE DEPARTMENT OF AGRICULTURE
NATHAN MAYO, COMMISSIONER

505 WEST ADAMS STREET
JACKSONVILLE, FLORIDA



Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency
Honorable LeRoy Collins
Governor of Florida

Sir:

I have the honor and pride of submitting to you herewith the Twentieth Biennial Report of the Florida State Marketing Bureau for the Fiscal Period July 1, 1954, to June 30, 1956.

Respectfully,

Neill Rhodes

State Marketing Commissioner

Jacksonville, Florida
July 19, 1956

FOREWORD

In the buying and selling process of agricultural production, all financially interested parties should be promptly, accurately and equally well-informed. Florida farmers place their production into our diversified marketing system which consists of thousands of individual firms, and market information for those growers can be the most effectively collected and economically distributed by State and Federal agencies. They should not, however, replace private initiative in the marketing process.

Our economy is expanding, its growth involves consideration of an increasing population and a rising standard of living. Our system develops new products requiring new markets, and markets also for an additional volume of the regularly established products.

The last two-year period has seen notable changes in the marketing of farm products, not only in the development of new products and methods of processing them, but in distribution practices. At the same time marketing problems of farmers have been intensified by rising surpluses and falling prices of their production.

There is more need than ever for further development in market information, as substantiated by demands of the Florida cattle industry in the latter part of 1955 for direct cattle sales market reporting, and the poultry industry for full-time market news poultry and egg reporters for the Tampa and Miami markets, and poultry and dairy marketing specialist for statewide field service.

Market information is a cornerstone of modern agricultural enterprise. Everything in everyday use is bought and sold at prices displayed or advertised competitively except products at the farm. No segment of industry has greater need for factual data as to the current value of products than agriculture. The small farmer particularly has neither the finances nor facilities for obtaining such vital information.

Surplus agricultural production has become one of our major national problems; often the day-to-day surplus moved in food distribution channels becomes of grave concern to the grower and shipper. He cannot afford to move his products below cost; he cannot actually determine such factors as supply and demand, movement, distribution, nor evaluate market prices and other conditions without readily available, reliable market news information.

Official market information offers the grower the means whereby he can distribute his products so as to avoid market gluts and seek the most favorable market at any time. It also provides a ready check as to consignment returns.

Consequently, the Florida State Marketing Bureau has gone all out to provide our farmers such indispensable information as rather detailed comment will show in the text of this, our Twentieth Biennial Report.

In Review

For comparison with current volume, turn page

Shipment of Florida Fruits and Vegetables

By Rail, Boat and Truck

	Carloads <u>1911-12</u>	Carloads <u>1924-25</u>	Carloads <u>1933-34</u>
Oranges and Tangerines	13,248	31,107	45,648
Grapefruit	<u>3,913</u>	<u>22,147</u>	<u>21,097</u>
	*17,161	*53,254	*66,745
Strawberries	35	883	1,958
Watermelons	6,895	6,668	4,000
Other Fruits and Melons	<u>200</u>	<u>331</u>	<u>25</u>
	7,130	7,882	5,983
Beans	**	2,197	10,322
Cabbage	968	1,898	3,550
Celery	1,201	8,143	8,582
Corn	***	***	175
Cucumbers	908	2,087	916
Eggplant	**	**	284
Escarole	**	**	847
Greens	***	**	74
Lettuce	1,562	1,561	440
Peas, English	***	***	792
Peppers	629	1,209	1,797
Potatoes	1,964	5,054	5,875
Tomatoes	3,771	7,634	8,186
Mixed or Miscellaneous Vegetables	<u>4,531</u>	<u>3,206</u>	<u>4,479</u>
Total Vegetables	15,534	32,989	46,319
Grand Total	39,825	94,125	119,047
Total Value to Florida	\$43,189,804	\$80,862,348	\$75,975,310

* 360 boxes per carload

** Included in mixed or miscellaneous Vegetables

*** Slight commercial importance but included in mixed or miscellaneous vegetables

FLORIDA AGRICULTURAL VALUES OF PRODUCTION 1954-55

ACREAGE DISPOSITION 1954

Citrus	497,400 acres,	Vegetables	308,450 acres,	Other Fruits & Melons	106,650 acres	TOTAL AC
Pecans	13,000 acres,	Tung	30,500 acres			912,500
General Crop Land	964,800 acres,	Replanted for Pasture	1,133,500 acres			43,500
Woodland Pasture	7,278,000 acres,	Other Pasture	4,382,000 acres			2,098,300
Crop Land not Pastured	659,000 acres,	Woodland not Pastured	1,761,000			11,660,000
Other Land Used (house lots, roads, waste land, etc.)						2,420,000
TOTAL LAND USED ACCORDING TO U. S. DEPARTMENT OF AGRICULTURE CENSUS						757,000
Woodland and Other Land not used in Agriculture						17,891,300
TOTAL LAND AREA OF FLORIDA						16,836,700

CITRUS ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

	Acres	356,400	Carloads	176,472	Units Used	87,900,000	
Oranges	"	117,100	"	69,111	"	34,640,000	
Grapefruit	"	23,900	"	9,982	"	4,800,000	
Tangerines	"	497,400	"	255,565	"	127,340,000	
TOTAL							\$245,805,000

MISCELLANEOUS FRUIT ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

	Acres	88,000	Carloads	28,425	Units Used	14,500,000(pkg 2 melons)	\$ 14,500,000
Watermelons	"	3,600	"	503	"	306,000	2,889,000
Strawberries	"	15,050	"	1,847	"	1,201,000	3,154,200
Other Fruits	"	106,650	"	30,775	"	16,007,000	\$ 20,543,200
TOTAL							

VEGETABLE ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

	Acres	67,500	Carloads	11,318	Units Used	7,999,000	\$ 20,114,000
Beans	"	9,100	"	15,668	"	6,873,000	15,618,000
Celery	"	37,600	"	18,360	"	10,070,000	24,070,000
Potatoes	"	56,500	"	29,583	"	14,442,000	57,848,000
Tomatoes	"	137,750	"	47,811	"	21,822,000	54,151,000
Others	"	308,450	"	122,740	"	61,206,000	\$171,801,000
TOTAL							

ALL FRUIT AND VEGETABLE ACREAGE, PRODUCTION AND VALUE 1954-55 SEASON

TOTAL	Acres	912,500	Carloads	414,080	Units Used	204,553,000	\$438,149,000
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LIVESTOCK IN FLORIDA (Jan. 1, 1955)

	Head	Unit Value	Farm Value	GROSS INCOME 1954
All Cattle	1,737,000	\$ 54.00	\$ 93,798,000	\$ 37,218,000
Beef Cattle and Calves	-	-	-	(Incl. in Beef Sal)
Dairy Cattle and Calves	-	-	-	18,067,000
Hogs and Pigs	436,000	22.20	9,679,000	1,700,000
Others (Including Sheep and Lambs, Goats and Kids, Meat for dog meat, circuses, etc.)				\$ 56,985,000
TOTAL				

POULTRY, EGGS AND DAIRY PRODUCTS (MILK) FOR 1954

Chickens Produced	49,046,000 lbs.	(fryers-hens-roosters) @ 25.6¢	11,745,000
Turkeys, Produced	3,397,000 lbs.	(hens-toms-fryers) @ 36.4¢	1,236,000
Eggs	42,083,000 doz.	(white and brown) @ 49.5¢	20,625,000
Dairy Products	638,000,000 lbs.	of milk @ 7.1¢	45,507,000
TOTAL POULTRY, EGGS AND DAIRY PRODUCTS			\$ 79,113,000

GENERAL FIELD CROPS - ACREAGE, PRODUCTION AND FARM VALUE 1954

	Acres	Volume	Unit Price	FARM VALUE
Lupine Seed	Harvested 5,000	Harvested 2,250,000 lbs.	\$.049	\$ 110,000
Tobacco-Flue	21,500	27,735,000 lbs.	0.535	14,838,000
Tobacco-Shade	3,800	5,206,000 lbs.	1.95	10,152,000
Corn	575,000	9,200,000 bu.	1.51	13,892,000
Cotton	36,200	25,000 bales	171.00	4,293,000
Peanuts	55,000	44,550,000 lbs.	0.106	4,722,000
Sweet Potatoes	11,000	638,000 bu.	3.38	2,156,000
Sugar Cane and Seed	39,300	1,281,000 tons	7.85	10,056,000
Sugar Cane-Syrup	7,000	840,000 gals.	1.40	1,176,000
Blackstrap Molasses	-	7,200,000 gals.	-	-
Oats	36,000	1,080,000 bu.	0.94	1,015,000
Velvet Beans	47,000	12,000 tons	45.00	540,000
Soy Beans	29,000	348,000 bu.	2.63	915,000
Hay	96,000	84,000 tons	29.00	2,436,000
Cow peas for peas only	3,000	16,000 bu.	4.50	72,000
TOTAL	964,800			\$ 66,973,000

MISCELLANEOUS CROPS AND SPECIALTIES 1954

Pecans	13,000 acres	2,560,000 lbs. @ \$0.304	775,000
Tung Nuts	30,500 acres	21,600 tons @ 61.00	1,318,000
Honey & Wax(238,000 colonies)	17,894,000 lbs.	@ \$0.182	3,262,000
Gladiolus	10,680 acres		8,300,000
Other Nursery Products		(Unavailable)	15,502,000
TOTAL MISCELLANEOUS CROPS AND SPECIALTIES			\$ 29,157,000

AGRICULTURAL GROUP SALES

Citrus Fruits	497,400 acres	255,565 carloads	245,805,000
Miscellaneous Fruits and Melons	117,950 "	30,775 "	20,543,000
Vegetables	309,500 "	122,740 "	171,801,000
TOTAL FRUITS AND VEGETABLES	924,850 "	407,080 "	438,149,000
LIVESTOCK;POULTRY,EGG,MILK SALES;GEN.FIELD CROPS;MISCELLANEOUS CROPS & SPECIALTIES			232,228,000
GRAND TOTAL FLORIDA AGRICULTURAL GROSS VALUE			\$670,377,000

TWENTIETH BIENNIAL REPORT

FLORIDA STATE MARKETING BUREAU

If our Twentieth Biennial Report merely combined the last two Annual Fruit and Vegetable Reports of the Florida State Marketing Bureau, it would require 282 closely lined pages. Some additional 86 pages would be necessary to reproduce the two most recent Marketing Florida Citrus Summaries. The seasonal summaries covering all products included from all Federal-State field offices releasing them would swell the total another 162 pages. Thus a grand total of 530 pages. Obviously only the highlights of Bureau service during the last two years, with due regard to the reader, can appropriately be reviewed in this report.

In writing a resume of a two-year period of service, I prefer to minimize rather than exaggerate our scope of activities. The report will not be glamorized nor comment slanted to draw favorable attention upon the work and responsibilities of the Commissioner. Instead the pitch of the contents will be to credit the efficient staff and clerical force of the Bureau with its accomplishments. Having the utmost confidence in the Specialists assigned, I have delegated an exceptional degree of responsibility to them. The Commissioner has made no attempt to play all positions on the team, and will not herein claim to have "won the ball game."

Efficiency of the Bureau personnel, office and field, has been a major objective: Selection of younger employees, in both replacements and additions, who may be trained and obtain by practical experience the fundamentals for continuing the high standard of service established and maintained under the administration of my beloved father, L. M. Rhodes, and myself - long after the day of my retirement.

Another worthy objective has been expanding the Bureau facilities for service along conservative and strictly essential lines, in conformity with demands from the agricultural industry. For example, the Florida Agricultural Council urgently requested the employment of an Assistant Market News Specialist for devoting full time to quoting poultry and eggs on the Tampa market, and an Assistant Poultry Specialist in Bureau headquarters for statewide coverage. The request and recommendation were approved by the West Coast Poultry Producers Association (four counties) and concurred in by resolution of the Florida State Poultry Producers Association, Highlands County Farm Bureau and Florida State Farm Bureau. These assignments naturally required additional stenographic help.

The 1955 Legislature provided the necessary funds and the representative for the Tampa market was assigned Sept. 19, 1955. The representative added to the Bureau staff reported for duty Sept. 1, 1955. An extra stenographer was employed in the Bureau main offices August 15, 1955.

By supplementary provision in the Cooperative Agreement between the U.S. Department of Agriculture and the State Marketing Bureau, a full-time Federal market news representative was placed in the Bureau offices for quoting the Jacksonville poultry and egg and the Northeast Florida poultry market daily. The assignment was completed Oct. 17, 1955. The first official Northeast Florida farm sales prices on broilers and fryers were reported by the Bureau April 4, 1955.

TWENTIETH BIENNIAL REPORT

Evidence that the demand for Bureau service increases faster than funds are appropriated to provide it was shown by the request of the Florida Interim Poultry Committee to assign a full-time Poultry and Egg Market News Reporter for quoting the Miami market. Since Bureau funds were insufficient, the Committee requested Commissioner Mayo to transfer from the Poultry Division salary and expense allotments for starting the service in 1956. Commissioner Mayo cooperated wholeheartedly, arranged for the fund transfer, and the representative was selected, reported to Jacksonville offices for preliminary training May 28, and to Miami June 15.

Attaching significance to proper accounting of State funds, I mention here rather than at the conclusion of this report that the Bureau has kept within appropriation limits. Detailed-beyond-requirement budget requests have been submitted. An itemized inventory of all Bureau property has been kept currently revised. Fire insurance on equipment and plate glass insurance on windows and lettering has been continuously in force. The Bureau has promptly, legally and minutely accounted for all receipts and disbursements. Competitive bids were obtained on general purchases of supplies amounting to \$100 or more.

The departure from direct limited handling of products in the early pioneering days of the Bureau has been justified and confirmed as wise decision by agricultural demand for service which falls outside competitive, commercial endeavor. For example, at the mid-year meeting of the Florida Cattlemen's Association this resolution was adopted, pertaining to market reports:

WHEREAS the only official market news available in Florida comes from auction markets, and

WHEREAS thousands of cattle are sold directly to packers and do not go through an auction market,

THEREFORE BE IT RESOLVED that the State Marketing Bureau and the University of Florida are hereby asked to set up machinery for securing reports of direct sales from packers, ranchers, or both.

The Florida Fruit and Vegetable Association in Annual Convention, Miami, Fla., Sept. 29, 1954, passed this resolution: "We respectfully request the \$5000 item included in the appropriation of the Florida State Marketing Bureau in the general Appropriation Act as provided by the Legislature of 1953 for Association expenditure in connection with tariff and other similar duties."

An illustration of how one segment of Florida agriculture is served through the market news project of the Bureau is ably pointed up in the December 1955 issue of The Citrus Industry magazine by Mr. Herb Mosher. Quoting in part from the article on Federal-State Market News Service:

"What does Willson (Note: In Charge Lakeland Citrus Market News offices) do for the citrus industry today? Well, for one thing, there is that 'daily citrus report' which tells as much about the markets as it is possible to know.

"Almost everyone in the industry gets this report.

"Willson's 'daily report', issued 5 times weekly, includes such information as rail shipments to leading markets from Florida, Texas, California, Arizona, Louisiana -- also truck movements from Florida, California, and Texas. There is a breakdown on 'rail' for 'east, west, south' also a breakdown on rail shipments, Indian River section of Florida. The number of boxes of fruit 'processed' each day, and to same date this year and last year.... will be found, easily, on the bulletin. There is much auction data. This is sub-divided into 'interior' and 'Indian River'. These 'weighted averages' on the ten (10) auctions are furnished to the industry through the cooperation of Florida Citrus Exchange, and this arrangement has continued right down through the years. The daily sheet is one of the most important items to arrive each day, in the citrus sales rooms of Florida.

"The 'weekly auction summary', with prices for 1's and 2's, covering the terminal markets completely, is Florida's 'citrus history' of great importance to sales managers. The 'daily sheet' also tells about car arrivals, by states of origin, for the terminal markets. Number of cars on track, cars unloaded... on 16 cities 'arrivals and number of cars on track', plus 'truck receipts on 12 leading markets' - all this, and much more data are included. There are 'jobbing prices' for Atlanta and New Orleans.

"There are two completely new ideas of information on Willson's daily citrus report sheet this year. First, Fred Motz and Don Rubel of the U.S. Department of Agriculture's 'foreign agricultural service' are furnishing Willson with weekly data on the European fruit auctions. Typical: - London, Antwerp, Hamburg, and Rotterdam report on fruit received from such places as South Africa, Surinam, Florida, Brazil, Honduras, Israel, California, and other exporting areas.

"Secondly, there is now the consolidated report of rail-truck receipts, car lots and car lot equivalents, in 29 markets. 'We hope to increase this from the present 29 to around 75 cities,' Mr. Willson told me, late in October, as this little article was being finished up for The Citrus Industry magazine.

"Willson's daily sheet also gives, once a month, a report on unloads (rail) for 100 cities in the United States, plus 5 Canadian cities.

"The 'CND Service' (Commercial News Dispatch) goes out from time to time, each day, by telegraph, to most of the citrus sales offices of Florida, and to many other interested parties. As fast as market news of importance is received... out it goes! There is a 'nominal rate' on this sort of telegraphic service. There is complete auction information by CND. Also, the Associated Press is a subscriber to this service and

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Willson's data are thereby circulated through the newspapers, via AP, to all points carrying such news about Florida citrus. The Federal-State office calls a number of citrus offices collect, each day, by pre-arrangement, as quickly as the important market news comes to Lakeland.

"Who pays for this Federal-State citrus service which has served the industry so long? Well, it is divided 50-50 between the U.S. Department of Agriculture and the Florida State Marketing Bureau. Neill Rhodes is Commissioner of the Florida Bureau, while Si Smith, Director of the Fruit and Vegetable Division (USDA) and C.D. Schoolcraft, head of the market news branch... figure prominently in the Federal setup."

The following summaries of activities of several Federal-State Market News Stations for the 1955-56 season were prepared by the Federal representatives in charge:

Plant City Section Federal-State Market News

The Plant City operation is divided into two parts. The first concerns STRAWBERRIES & MISCELLANEOUS VEGETABLES, and the second deals with Watermelons. Actually, there is some overlapping during the last half of April until the office closes around May 20. Nevertheless, even during that period two separate reports are issued daily and are sent out on separate mailing lists.

The first report - Strawberries & Miscellaneous Vegetables - is principally designed for the intensive use on Florida's Gulf Coast. The mailing list consists of 230 names, but many more use the report in other forms. The two large Tampa newspapers, The Tribune and the Daily Times, publish the shipping point information covering all West Coast commodities. That is furnished the Tribune by collect Western Union message each night. The Times, being an afternoon paper, obtains the information by mail. WFLA, the Tampa NBC radio outlet, uses the report on a noon broadcast, and their coverage is extensive. We send our f.o.b. out on the leased wire as well as by Western Union collect to the Translux Crispo Corporation for national dissemination.

To publish the Plant City report requires contacting about 10-20 shippers or others vital in the shipping point markets. The number varies according to the intensity of the activity along the West Coast. Our area extends from Webster to Immokalee including Wauchula, Plant City, Dover, Ruskin, Palmetto, Bradenton, Sarasota, Ft. Myers and surrounding areas.

The daily report contains the shipping point markets which are originated by this office as well as those received over the leased wire from offices covering commodities of interest to growers and others on the West Coast. Other information includes the carlot shipments and Florida outbound truck passings which we show for the past week by days for the items considered important to the area we cover. We also include the Tampa vegetable market. The report contains various markets received by leased wire from large northern and midwestern cities, and in addition to vegetables and strawberries, the New York City gladiolus market. A report showing track holdings and arrivals in 16 principal cities as well as truck receipts in 12 of those cities is shown in addition to a new report

called "Consolidated Report of Rail & Truck Receipts in 31 Markets." We have this year added to our report a summary of the pounds of strawberries packed by processors by week, and the seasonal total to date.

A strawberry seasonal summary is published each year covering a review of the marketing of that crop.

Leesburg Section Federal-State Market News

The WATERMELON report deals with that commodity only and reports begin in Plant City around April 20, and continue at Leesburg, Fla., from May 20-June 20.

Generally, it takes about 10-15 calls to obtain the market, but a heavy traffic of incoming calls too numerous to count causes a multitude of interruptions. Most telephone requests are for local prices and shipments, but there are some inquiries for 16 cities, and prices at terminals, principally the New York City auction. Several members of the trade call in person at our office daily to obtain latest information, but the biggest help in getting the information out fast is the B & O railroad freight solicitor, who picks up 50-75 copies of the report daily just as soon as the report is off the mimeograph and distributes them to hotels and to shippers' offices so that they do not have to call in for information in the afternoon.

The mailing list has about 1000 names generally with an extra 200 or 300 during the circularization period. The Tampa Tribune, Leesburg and Gainesville daily papers all publish the f.o.b. and shipments in their papers. In addition, the United Press picks up the f.o.b. from the Atlanta Office of Information Services, as it comes from the leased wire, and they in turn release it to numerous radio stations throughout the Southeast. We also call Crispo collect in New York each morning and supply them with the f.o.b. as well as put it on the leased wire. In addition to this, there has been an average of about 5 daily collect telegrams to individuals released each morning.

We publish in the report the daily shipments by rail and the Florida out-bound truck passings for a week back as well as the totals to date compared with last season. There is also a shipper's service temperature bulletin showing future temperature outlook at various terminals which is received over leased wire. Watermelon consumption fluctuates considerably according to temperatures so this report is considered quite important. There is also a report of destinations of rail cars as they pass important junctions which we receive by Western Union from railroads supplemented some by leased wire. This passings report has been very effective in enabling shippers to keep markets from being clogged with supplies during periods of slow demand. The second page of the report contains the various terminal markets, as well as 16 cities and 12 cities truck. No doubt this year we will add the Consolidated 31 city report.

A seasonal summary is published each year covering a review of the marketing season.

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Belle Glade Section Market News

The mailing list of the Belle Glade office will average about 350 for the season. 25-50 reports are picked up or delivered daily.

Daily telephone calls to obtain market conditions in the shipping point areas covered by this office include 25 in the Lake Okeechobee area, 5-8 in the Homestead area December through April, 3-5 in the Fort Pierce area during the fall and spring tomato season, 3-5 in the Fort Myers-Immokalee area in the fall before Plant City opens, 2 in Pompano during November and April, and 1 in Wauchula during the fall cucumber season. Approximately 15 personal calls, including 3-5 long distance calls, are answered daily to furnish shipping point and terminal market data. A copy of the daily f.o.b. market, originated in this office, is wired to Translux Crispo in New York. Practically all large shipping concerns use this Crispo service and the information is on their teletype early the next morning.

Weekly interviews with reporters for the Packer, and Miami, West Palm Beach, St. Petersburg, Tampa, Belle Glade, and Pahokee newspapers provide information for weekly articles in them.

A daily radio release, sponsored by the Kilgore Seed Company, is voiced over the Belle Glade station, WSWN. This release consists of shipping point conditions in the areas covered by this office, the Pompano f.o.b. market, and as much other Florida shipping point information received by teletype as the allotted time of 5-7 minutes permits.

During the last two years in the Lake area, each shipper's daily outbound package count by commodity has been collected in addition to the usual information. Since each shipper is called daily, when the calls have been completed, the package count is totalled and converted to carlot equivalents. This gives an accurate estimate of the movement from this particular area, and is of considerable interest to the local vegetable industry. Since it is only an estimate, it is not published on the daily report, but provides added interest to the radio release and newspaper articles.

The mimeograph report, as much as space permits, contains all information relevant to marketing the commodities grown in the areas covered by this office. Other than the information acquired by telephone, all is received on the teletype connected to our leased wire system. This information includes daily national rail and boat shipments; intrastate daily truck shipments from Florida, Texas, and California; consolidated report of rail and truck receipts in 31 markets; 16 cities rail track and arrivals; 12 cities truck receipts, shipping point information from various field stations throughout the country; individual terminal daily releases that include weather conditions, track holdings and arrivals, truck receipts and selling prices of the commodities in which there is the most interest. The aim of the entire report is to inform interested individuals and firms of the national marketing situation and broaden their supply and distribution perspective.

A summary of each season's marketing is compiled and published in book form at the end of the season. It includes information from the Belle Glade, Plant City and Pompano offices and covers most producing sections in South Florida.

STATE MARKETING BUREAU

Each commodity is indexed separately and each category includes growing and marketing highlights, packaging and grading techniques, varieties, acreage and production statistics, weekly shipment and arrival data and weekly selling price ranges in producing sections and terminal markets.

New services added during the past two years include the consolidated report of arrivals and receipts in 31 markets and California truck shipments. The format of the report has been changed to provide readability in accordance with the theory that the many details contained in it need to be easily distinguishable from each other. Other new services previously mentioned include the collection of local carlot equivalent movement and voicing the local radio broadcast.

Pompano Beach Section Market News

There are approximately 90 reports issued for the active season at the Pompano Beach State Farmers Market. The report contains the daily volume moved by truck and rail from the market, which is obtained from the market manager's office. Florida truck passings and total U.S. shipments obtained from the leased wire are also contained in the report. Shipping point prices for commodities at Belle Glade and Plant City are carried on the report in addition to the prevailing prices at Pompano Beach. The back of the report contains current prices at terminal markets of the same commodities shipped from the State Farmers' Market. The second side of the sheet also contains the arrivals by truck and rail at 12 and 16 of the major cities respectively. A recent new addition is the consolidated report of truck and rail receipts at 31 major markets which is also carried on the back side. This is broken down by commodities and States of origin.

There are 290 names on the mailing list at present which is continually growing. In addition to the above mailed reports, there are about 175-200 reports distributed daily to the trade on the shed. All of the contacts for market information are personal and not by phone. There are several calls nightly by a few growers and shippers who request early market information. A daily wire containing market information is sent to Crispo via Western Union. An average of about 30 trade contacts is made every night for the securing of market information. The U.S.D.A. Market Reporter at Belle Glade broadcasts the Pompano Beach State Farmers' Market prices during the noon farm program over WSWN. The Ft. Lauderdale Daily News publishes the daily prices at the State Farmers' Market. The newspaper reporter secures this information from this office every morning by phoning.

Sanford Section Market News

The report issued is primarily a CELERY report, but information is carried during the season on cabbage, cauliflower, corn and escarole in addition to the celery information. The report carries shipment information, both rail and truck, and a breakdown of celery shipments from Florida by districts. It also carries f.o.b. information of competing areas. Also prices, arrivals and track holdings in important markets, together with 16 cities track holdings and arrivals, also arrivals by truck. This is the only CELERY report issued by the Market News Service in the United States. This perhaps is due to the fact that Sanford is at the center of what used to be the most important celery district in the country and the largest grower and shipper in the State has headquarters in the San-O-Zell area.

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Number on mailing list 155-160. In addition 40 reports delivered personally.

Phone calls - 15 firms daily to give shipment and price information, 12-20 firms call in the afternoon for price information on celery and other commodities. Some of these calls are made in person. 4 calls daily to Hastings to get and give information on cabbage from January to April. 4 calls daily throughout season to Oviedo for information on celery and other commodities. One call daily to SAL Railway Agent at Oviedo to get shipment information from him and to give him the shipments on a number of commodities which he in turn gives to shippers in that area making this information available to them early in the day without additional LD calls. In addition a number of calls are received from persons interested in some market or shipment information throughout the season.

Buyers or other interested persons call at the office in person for various types of market information either on the local situation or some particular terminal market.

As a proof of the fact that the Sanford market reports are wanted regularly I cite the fact that at the close of last season we had 152 on the mailing list and practically all of these replied to the circularization notice sent out this year at the beginning of the season and some new names have been added during the season.

Hastings Section Market News

The outstanding feature of the Hastings Market News Office on potatoes is its geographical location in the heart of the producing area, and the type of work entailed thereby, which differs from many other market news operations.

Potatoes are produced in the Hastings district largely in the Counties of Flagler, Putnam and St. Johns. This includes an area roughly triangular in shape, bounded by St. Augustine and Toco on the north, Palatka on the west, going into an apex at Bunnell on the south. Hastings is about in the geographical center of this area. Many of the larger shippers have their headquarters there, and most buyers and many brokers are either located there, or make it a base of their operations.

With the market news office located in Hastings, it thus is in the midst of shipping and marketing. Many of the shippers and brokers are within a comparatively few yards of the office, or a few minutes' walk. Thus the work of the market news office is largely on a personal basis, by visits, rather than by telephone as is common in many market news offices. As the information from other markets is received, it is available within minutes by anyone interested in making a visit to the office.

The outstanding service rendered to shippers and growers from the Hastings office is a delivery service of the current day's market report each afternoon about 3 P.M. About 50 reports are so delivered around the town. Thus fresh marketing information is available long before mail delivery the following day. At the same time, the f.o.b. prices are secured, and this method is more satisfactory in the form of personal visits by the local representative than by limited telephone conversations. While it is necessary to phone a few shippers in outlying districts, such calls are at a minimum, and most of the f.o.b.

information is secured by personal visits while delivering the reports. In most cases, receivers of these reports immediately scan them eagerly, and many times interested parties are waiting in the market news office for the printing.

The number of names on the mailing list as of April 26 was 191. Of these, 115 were for Florida delivery. One night telegram is sent daily to the Trans-Lux Crispp Corp. of New York City, where the f.o.b. material therein is wired over their telegraph circuit to subscribers the following morning. Incoming telephone calls average 8 to 12 daily. These are of varied nature, mostly requests by shippers outside of Hastings wishing current f.o.b. information, or by some of the trade in Hastings not wishing to make a personal call, and requesting information from city markets or from competing shipping sections. There has been an increase in long-distance incoming calls. One interested party calls from Chicago practically daily, and sometimes twice daily. Another factor has called from the competing shipping section of Bakersfield, California.

A rough daily average of personal visits to the office might be set at 15. Most of the personal calls are made by the local Representative to the trade, personal calls to the office are numerous.

A new service started this season is the broadcasting of f.o.b. prices and marketing conditions daily by radio station WWPF at Palatka. These are included daily each noon with other market reports, originating elsewhere. There is no radio station in Hastings.

The mimeographed report issued five times weekly consists of running tables of shipments of new potatoes for the past 15 days, with the totals to date this season and last, and the grand total last season. Carlot rail shipments for about the same period for each billing station within the entire Hastings area, with the same totals, are included. Estimated truck shipments from the Hastings area, with similar totals, are included for about a 15-day period. Other running tables include truck shipments and passings from the new potato states, such as California, Florida and Texas for about a 10-day period; truck receipts in 12 leading markets for about 12 days; arrivals and cars on track in 16 cities for about the past 9 days.

Other information on the report includes carlot rail shipments of potatoes for the preceding day; consolidated report of rail and truck receipts in 31 markets for the most recent day available, and f.o.b. information in competing shipping sections for the preceding day. The latter, during the entire Hastings season, usually includes Dade County and Lake Okeechobee sections of Florida, Foley, Ala., and Bakersfield, California.

City markets, covering early morning arrivals, cars on track and prices of new potatoes are included daily, also the market tone, cars on track and arrivals, but not prices, of old stock. These markets include Boston, New York, Philadelphia, Baltimore, Atlanta, New Orleans, Birmingham, Dallas, Pittsburgh, Cincinnati, Cleveland, Detroit, Chicago, St. Louis, Kansas City and Minneapolis.

Weekly notes from New York, Chicago and Philadelphia pertaining to potatoes are published. About once a month information, largely of a production nature, as issued by the Crop Reporting Board, is included.

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From the opening of the office, and continuing about three weeks, information on cabbage, very much like that outlined for potatoes, is included in the daily mimeographed report, and f.o.b. information is likewise secured. Shipment of cabbage is usually finished from the Hastings section by the end of April, or shortly before, then this information is dropped. There is not as much interest locally in the cabbage information as in potatoes, but enough to warrant the operation of the service.

Some brokers, shippers and buyers operating in the Hastings potato deal are likewise interested in watermelons. As considerable watermelon information comes in over the teletype, they are furnished with such as is available. No watermelon information is published or secured locally, however.

In connection with the mailing list and distribution of the potato reports, it should be added that one broker, buying largely for potato chip manufacturers, secures 33 copies of our report daily, for mailing out under postage to his customers. This adds to the distribution of the reports with very little added work or cost on our part.

Fruit and Vegetable Specialist - Bureau Offices

There are two phases of work of the Fruit and Vegetable Marketing Specialist in the Bureau's Jacksonville office: (1) collecting factual price information on agricultural commodities, (2) compiling market news reports and preparing the annual agricultural summary. In the process of price collecting, this reporter covers the fruit and vegetable market prices on the local wholesale market, co-operates by replacing the Jacksonville Federal Poultry & Egg Reporter while he is on field trips and collects direct livestock sales from the local packers each Thursday afternoon. Before mid-October 1955 the Fruit and Vegetable Marketing Specialist also was directly responsible for obtaining the poultry and egg market price data in Jacksonville. These duties have now been taken over and expanded by a full time Federal-State Poultry & Egg Marketing Specialist.

In a somewhat broad sense the Jacksonville fruit and vegetable market work goes like this. Each morning the reporter spends one to two hours collecting and editing market price information on the local fruit and vegetable items. During the more active trading days of the working week it is advisable to contact the trade personally as more exacting information may be secured through personal interview. On the local market we are primarily concerned with prices of Florida grown produce which is of value to the fruit and vegetable industry of the State. There is some Florida produce that is used principally within the State such as broccoli, greens of all types, green peanuts, green onions, cantaloupes and mangoes, also a large portion of the avocados, limes, Iceberg lettuce, okra, and cauliflower. These Florida items and many more are followed currently for the benefit of interested growers. Nine leading State newspapers offer excellent dissemination of these market quotations. Good market news data not only give the industry daily current information but also give a historical price series for future reference which is so vital when thinking of possible expansion or diversification of acreage.

The Jacksonville wholesale dealers, who have recently made heavy financial investments in a new produce terminal, have requested for a number of years market news coverage on 7-10 out-of-state commodities. It has not been possible to

honor this request until recently when a Federal-State Poultry and Egg Market News Reporter was added to the Bureau's staff, thereby freeing the Fruit and Vegetable Market News Reporter of the poultry and egg market news work.

During this past biennial period, as previously mentioned, some of the Fruit and Vegetable Reporter's time was devoted to the Jacksonville poultry and egg market news work. It was one of the most enjoyable tasks that I performed because of the immense amount of interest in price information by all segments of the poultry and egg industry - producer, dealer, wholesaler and buyer. At the time of market advances and declines there generally always exists controversy about the reported price. Actually this is a healthy market news situation as it keeps a reporter alert to all conditions of the market, helps him to be truly the "eyes and the ears" of the industry which he is serving. Frankly, stable market conditions are the most difficult to keep posted on as you can't cross-check information as easily due to lack of controversial trade talk. Likewise, if a stable market always prevailed you wouldn't need a market newsman to cover such limited details.

The routine for reporting the Jacksonville egg market was briefly as follows: (Poultry had a somewhat similar routine) My first obligation to the State of Florida and to the egg industry was to quote the market as it existed in Jacksonville. The value of any agricultural product is determined by those who buy and sell that product. As a special service to the trade, the Bureau issues a preliminary egg market on Monday at 9 A.M. in order that interested persons can familiarize themselves with the trend of the local situation. Each afternoon after 3 P.M. Monday through Friday, there were an average of twelve calls made to collect and cross-check market price information. On Wednesday to further cross-check out information, a certain number of retail store managers were contacted by phone for their demand and store price data. On Friday eighteen to twenty calls were made to collect the weekly quantity of Florida and shipped-in eggs arriving in Jacksonville as well as the prices. Once a month, the reporter made a trip to Nassau County to interview large producers and dealers who could not be contacted by phone. After thoroughly canvassing the trade each day the reporter could then assure himself that the market data he released represented the current day's trading. When a reporter is writing an unbiased opinion of the Jacksonville market or any market, it is necessary to show the prices as a reporter finds them whether the prices are higher or lower on any particular day.

The article published in the Florida For Sale, Want and Exchange Bulletin, "Objectives of the Federal Market News Service for Dairy and Poultry Products" May 15, 1954 by Mr. L. M. Davis, Chief, Market News Dairy and Poultry Branch, USDA, Washington, may have been dull reading for many poultrymen, but it should impress upon them that there are many technical angles and local situations which they must consider to make market news information workable for all segments of the poultry and egg industry operating in a democracy. The Florida For Sale, Want and Exchange Bulletin editorial "Jacksonville Egg Marketing" by this reporter gives many facts regarding the local trading situation.

At the request of the broiler industry members, a Northeast Florida broiler market was established in April of 1955. This market price to the growers covers over 95 percent of the broilers produced in Northeast Florida. Each day all commercial processors were phoned for their daily receipts and prices paid by the producers.

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Federal-State Quoting Jacksonville Poultry and Eggs

To further aid the poultry and egg industry, market-newswise, Commissioner Rhodes and Assistant Commissioner Risher through their efforts of the past several years were able to set up a Federal-State Market News Agreement for Jacksonville poultry and egg market news. Mr. J. M. Doris of the U.S.D.A. Dairy and Poultry Market News Service was assigned to our office, and he comes to us with five years of experience as the Poultry and Egg Market News Reporter in the city of Baltimore.

Federal-State Poultry-Egg Quotes

The following report by Mr. Doris summarizes and explains the Federal-State reporting of the Jacksonville and Northeast Florida poultry and egg market since mid-October, 1955:

It is my belief that any Dairy and Poultry Market Reporter looks to his job as being one of pleasure, satisfaction, and indeed involving many interesting conversations and experiences. Undoubtedly, the most important duty is in editing the egg and poultry report which covers the Jacksonville and Northeast Florida area. First of all, as is the requirement for reporting a market on any type of product, information must be obtained. This is accomplished after completing 25-30 phone calls each day to various trade contacts including dealers, producers and retailers. After this information is compiled, it is arranged into readable form for publication. Currently, approximately 700 names are listed in our active files to receive the Semi-Weekly Report which is mailed Tuesday and Friday of each week. Monday through Friday copies of the market reports are distributed to all disseminating agencies. In turn, press associations relay this news to the other users in the State, such as newspapers and radio stations. An example of this kind of news coverage can be witnessed by viewing the morning and afternoon shows of a local telecasting company. These programs list prices on most all types of local farm commodities.

The most recent addition to our service is the ready-to-cook poultry market. Initiated February 15th, its popularity continues to increase throughout the trade. Up to now, Jacksonville is one of only nineteen cities in the country reporting this type of information.

Butter and cheese markets carried on the local reports is an example of some of the news available to local dairies and other dealers handling these products.

Since most of the market information is obtained by use of telephone, incoming and outgoing calls are numerous. Without the slightest doubt, it is conceded that at least half the hours in the average working day are consumed in conversation. Some nineteen to twenty of what may be termed as service calls are completed to producers and dealers whenever a price change occurs. Depending on the importance of a particular market day, eight to fifteen requests primarily for price information are received daily. An average of fifteen to twenty telegrams are relayed each week to receivers located in different parts of the State.

In concluding this intended brief report, a part time function of this office is well worth the mention. It has been a pleasure, but most of all a worthwhile experience to stand in as a substitute Fruit and Vegetable reporter. This flexibility in use of personnel clearly indicates the close cooperation attained between these two departments.

Tampa Poultry and Egg Quotations

Since mid-September 1955 one of our Tampa Market News Specialists has devoted full-time to quoting the Tampa poultry and egg market. Of all products included in our extensive Market News Service, none are subjected to as critical scrutiny as egg quotations, and in no section has the quote been under more "fire" than the Tampa area. The daily quote is the most widely used, yet the task of arriving at the daily quotation the most thankless of any public service discharged according to my analysis. For performing a difficult assignment so thoroughly and competently in a relatively short time, the Specialist is given credit due by the Bureau. Briefly the following report outlines his service in the last eight months:

Upon release from the United States Air Force on September 17, 1955, I went to Jacksonville on September 19, 1955, for special training to prepare me for the job as market news reporter (eggs and poultry products) in Tampa. In Jacksonville I trained under the very able guidance of Mr. E. F. Scarborough, a specialist in market news, fruits and vegetables, and at that time also in eggs and poultry products.

Much of my work the first few months at Tampa was done in getting orientated into the city and surrounding areas in regards to what dealers and producers were here, and who was there, and the part or significance each was to play in our market news work. Also much study was given to the specific problems confronting our Tampa market. Mr. F. L. Lothamer, the reporter prior to me, was most helpful especially in the orientation, and in introducing me around to the local trade.

While the problems of the local marketing situation are still many, and there is much work to be done in eliminating these problems, I do feel that some progress towards a more stable market has been made. A great deal of my time has been spent in getting acquainted with people (producers, dealers, retailers, feed dealers, Extension Service personnel, radio and T.V. announcers, and newspaper men) who are directly or indirectly connected with the poultry and egg industry. Seldom have I missed an opportunity to attend local producer and association meetings. Public relations work along these lines will be continued.

It is the aim and purpose of any good market news reporter to report the market, at any time on any given product, as the situation actually exists. In Tampa the actual situation has been rather difficult to determine at times due to the unwillingness of many dealers to take the initiative in establishing a price. Not only has this been a problem in Tampa, but also at one time or another many markets over the country have experienced the same difficulty. This is the greatest single problem confronting the Tampa market today.

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In collecting market news information for daily market releases there are twenty to twenty-five egg producers, retailers, jobbers and wholesalers contacted. Some of these are not contacted very often because their volume is small, and their outlets are through sources that are contacted regularly. Ten to twelve of the dealers are contacted daily, or at least every other day. Information concerning prices, supply and demand, and the general feeling of the market is received through these contacts. The information is then put into readable form and released for public dissemination. The reported prices serve as a basis for trading for many, and affect everyone from producer to ultimate consumer. Nine copies of the report are made up and sent to the following agencies: one copy to WFLA Radio, WFLA T.V., Radio Station WHBO, - newspapers - Tampa Daily Times, Tampa Tribune, St. Petersburg Times, and United Press, one copy is sent to the State Marketing Bureau Office in Jacksonville, and the other copy is retained in the Tampa office. Each time there is a price change fourteen telegrams are sent collect to those who want the information as soon as possible after a change is made.

As an added service for the egg industry of the local area, the Tampa office started in January of this year to issue a weekly inventory of total receipts for the week, and the number of eggs the dealers have on hand each Friday when the report is issued. Also carried is a summary of the market conditions and activities for the week. To some degree the report acts as a barometer in keeping current with the market trends and conditions.

To conserve space I will only say that the poultry market news and information is gathered in the same manner, and disseminated through the same channels as the above routine on eggs.

It is indeed a pleasure to work for the State Marketing Bureau and with the growing poultry industry of the Tampa Bay area.

General Service, Market News Specialist, Bureau Headquarters

Most of the activity of the Bureau's general market news specialist concerns the Fruit and Vegetable Market News Section. However, in this office it is necessary to overlap into other fields of agricultural marketing in order to be of greatest value to the Bureau and help to the industry. The phase of the Fruit and Vegetable Marketing Specialist work dealing with market price collection was previously mentioned. The other phases of market news is covered here.

One of the most important releases we issue in the Fruit and Vegetable Section is the daily four-page Fruit and Vegetable Report during the commercial truck crop season from about November 1 to June 30. This report carries rail and truck shipments in tabular form with seasonal comparison. The "16 cities rail and 12 cities truck" serves as a barometer of trading as does the new "Consolidated Rail and Truck Arrivals in 31 Cities". These show the flow of fruits and vegetables in major markets and indicate surpluses and shortages when they exist. Other pages of the report show prices in leading Florida terminal markets, prices at shipping points, and prices in leading Eastern, Midwestern and Southern cities. At the beginning and the closing of the season we are developing line graphs

to use in our report which will give the growers a supply and demand story at a glance for the various types of truck crops. Each month at the request of a large growers' association, we show weekly Florida fruit and vegetable rail and truck shipments and imports through Florida ports. This has been a popular addition.

The one-page Avocado-Lime-Mango Report is released daily from June 15 through October 31. Since avocados, limes and mangoes are principally consigned to terminals, the daily market prices in the various cities and shipments from Florida are especially valuable to this South Florida industry. During the coming season we will be able to add receipts in all the 20 out-of-State markets on which price information is shown.

The Florida Annual Fruit and Vegetable Report, which also carries Livestock, Field Crops, Poultry and Eggs, and other phases of the State's agriculture, has been an outgrowth of the numerous requests and anticipation of requests. The statistics for the annual report are obtained from 20 different State, Federal, and industry sources as well as some of our own original data. The annual report is an off and on job the whole year around with the summer and fall months filled in with a lot of days of tabulating and stencil cutting.

The tabulation of the Florida truck passings of vegetables and non-citrus fruits is a Federal-State cooperative undertaking. Each day the five Road Guard Stations handling the heaviest volume phone us the total packages passed for twenty-two commodities at their respective stations. Data from the other stations is received by mail. All information is edited and prepared for dissemination in the Bureau's office. Because shipment information is vital to the trading picture during the growing seasons, the Florida truck shipment data is one of the few priority items sent on the national agricultural leased wire system. Mr. L. P. Hickman, in charge, Florida Road Guard Stations, has been most helpful in this work. Mr. Hickman has extended the courtesy of permitting us to mail directly to the Road Guard Stations suggestions for keeping our container information current, which in turn aids in the accuracy of the Florida truck shipments.

The routine phone, wire requests, personal interviews were handled also. During the past year our Fruit and Vegetable Specialist spent several months introducing new staff members to our poultry and egg, and fruit and vegetable market news work. Several field trips were made to visit cooperative Florida fruit and vegetable market news field stations, Agricultural Economists, Crop Reporting Statisticians, Citrus and Vegetable Associations, and others. Advised the newly formed Florida Tomato Committee as to the data that were available from the Federal-State Market News Service and its possible value and use to them. Attended the Florida Agricultural Outlook Conference, trade association meetings such as the Florida Fruit and Vegetable Conventions and the Florida Gladiolus Convention, and the meeting of the newly formed "Florida Economy Committee" initiated by the Florida Budget Commission. Prepared several articles for the Florida For Sale, Want and Exchange Bulletin.

Tampa Market News - Fruits, Vegetables, Livestock

The Bureau's senior Market News Specialist on the Tampa market has a twenty-year period of loyal, efficient service. He has quoted regularly fruits, vegetables, several livestock markets, and poultry and eggs until September 1955

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when an additional market news reporter was assigned full-time basis for quoting poultry products. He has also handled Federal-State Dairy and Poultry Products inspection, given marketing service to growers using the Tampa market, and prepared numerous statistical tabulations. His hours have been long and weeks generally included Saturdays - without ever any complaint. His two-year resume of activities consequently omits more than it mentions:

Contacted fruit and vegetable markets for prices each day, as well as dealers and producers for egg and poultry prices. This latter activity stopped when taken over by P. E. Glasscock. Until December of last year, covered one Livestock Auction at Lakeland each Thursday, when I started reporting Arcadia Market each Wednesday. Also covered several sales at Lakeland (mostly FFA).

Last October, at the request of the Cattlemen's Association, started contacting packers in an area that now covers about 75 miles, for information on the better cattle slaughtered and U. S. graded, that were bought direct (not sold through the auctions) and this information is published weekly in the Press and distributed over radio and television.

Each week made at least one examination on some of the following items - butter, cheese, poultry, eggs (Nat'l Shell), frozen whole eggs, frozen egg whites, mostly in Tampa, but quite often in St. Petersburg. These were consigned to Veteran's Hospital at Bay Pines. Called to Bay Pines V.A. Hospital on several occasions to re-check eggs which were shipped from out of State and time limit had expired, or had been shipped without V.A. inspection.

Made several inspections on eggs shipped to various dealers in area for a USDA Egg Grading Certificate wherein a question of product not being of quality nor size invoice called for.

Made trip to Jacksonville last December for one-day conference on livestock, and again in April of 1956 went to Atlanta for a two-day conference of USDA Livestock Market News Reporters.

Miami Quotations Fruits, Vegetables, Poultry, Eggs

Through cooperative arrangements with the State Department of Agriculture and the Extension Service, several Florida markets are quoted for the Bureau at considerable saving to the State. The market news coverage of the Miami market, including the daily fruit and vegetable, and poultry and egg quotations, has been provided by the local Inspector of the Department of Agriculture. His summary of collecting the important information for those needing it in Miami, Dade County, Florida and other States relates to the current biennial period:

I quote prices for Florida fruit as well as fruit shipped in from out of state; and I also quote vegetable prices for vegetables from within Florida as well as those that are shipped into Florida.

We have a very large Farmers' Market here which is divided into large or small stalls, as desired, for the use of farmers as well as produce men of wholesale and retail trade. Every day I cover these markets

ascertaining the various quotations for all types fruits and vegetables. The information does not come from one, but any number of men who sell produce and in my opinion is almost a perfect quotation. Relative to eggs, we not only quote Dade County locally-produced eggs from the producer to the retailer, but we also quote from the distributor to the retailer. This is done because the producers of this County and the nearby Counties feel that eggs going from the producer to the retailer get to the consuming public at least two days quicker than those going to the consuming public from the distributor to the retailer. Therefore, their quotations are higher than those from the distributor to the retailer. Then, too, from the producer to the retailer is strictly Dade County-produced eggs, whereas those from the distributor to the retailer can be from adjoining counties as well as from Dade County.

We also quote a shipped-egg price, and this we get from the leading dealers of shipped eggs. This I secure in my rounds daily as an inspector for the Department of Agriculture, and verify the figures supplied me to be certain they are being correctly quoted to me.

Relative to the poultry, the quotation supplied on Florida poultry from your office is followed closely. As to the shipped poultry, which is by far the greater amount of poultry being used in this area, we try to secure the quote from several of the wholesalers, then I check on those quotations as I do on the egg quotations on my visits around on my inspection work.

We supply this information to the two leading newspapers in Miami, which is the Miami Daily News, an afternoon paper, and the Miami Herald, a morning paper. Each of these newspapers has a radio station of their own and broadcasts the information at specified times daily.

The reason for supplying the shipped quotations is that it gives the man in business an idea of what his competitors are doing and is of much benefit not only to the businessman, but also to the consuming public.

The Orlando, St. Petersburg-Clearwater, Tallahassee and Palatka areas are given market news coverage for poultry and eggs. Same procedure and policy followed as outlined in foregoing reviews of the Jacksonville, Miami and Tampa market news service. Requests for Pensacola-West Fla. service are being considered.

Marketing agreement and order programs are in effect in Florida which apply to avocados, citrus, limes and tomatoes. Indispensable in the hearings and formation of, and in the orderly functioning of such agreements is the information gathered from the Federal-State Market News Service. In Statistical Bulletin No. 1 of the Florida Tomato Committee - the most recent of the Marketing Agreements in Florida - all the data as to Florida fresh market shipments; competing sources, domestic and foreign; 16 city rail arrivals and track holdings, and 12 city truck arrivals; rail and truck arrivals in 30 cities; and all such data are accredited to the Federal-State Market News Service. At this writing a cucumber marketing agreement is under consideration. We received an emergency request from the Florida Fruit and Vegetable Association for four copies of each

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daily miscellaneous vegetable market bulletin for the 1955-56 season to date. The request was received at 4:20 P.M., May 25; the reports were mailed at 5:00 P.M., same day.

Five pages of a recent Growers Administrative Committee weekly citrus statistical bulletin carry essential data and accredit the Federal-State Market News Service as the source.

The Annual Fruit and Vegetable Report of the Bureau is primarily a summary of market reports, market news, market service. Some 2000 persons request the report each year.

Statewide Livestock Market News Service

The following summarizes the activities of the Livestock Market News Specialist of the Bureau which activity has expanded so rapidly and beneficially under his direction in the past two years. Worthy of repeating here is my comment in reporting upon the direct cattle sales market news to Commissioner Mayo, March 21, 1956: "I know of no service of such magnitude ever provided by any State department being accomplished with so little expense."

Chief Livestock Market News Specialist

The duties and activities of the Livestock Market News Service are varied. Application of Federal Livestock Standards and market reporting procedure to Florida conditions and strict adherence to those, in cooperative Federal-State Livestock Market News work, comes under this phase of Bureau work.

Livestock Market News Specialist's work necessitates considerable time both in the office and in the field. Reporting livestock sales and maintenance of market statistics and related livestock information, other than specifically market information, briefly describe this service.

A fairly thorough knowledge of U. S. livestock specifications, and considerable proficiency in grading live cattle by U. S. grades, is necessary. This requires several years of constant practice and experience, and is essential for meaningful, consistent and accurate market reports.

During the past two years, considerable live grading was done on selected lots of cattle on which U. S. carcass grades were obtained after slaughter, for grade correlation purposes. Occasional checks such as this are beneficial and important to insure reasonable consistency in live grading.

For published market information to be most useful to livestock producers, the producers must have a knowledge of livestock grades and of the Market News Service. The methods and functions of this phase were discussed by the Specialist in scheduled talks to three County Cattlemen's Associations, the newly formed Cattlemen's Institute at Lake Placid, and at the Herdmen's Short Course in Gainesville.

Grading demonstrations to help acquaint producers with grades, and grading on producers' ranches, are related but additional to actual reporting. Some of this was done but unfortunately this very beneficial phase is necessarily limited

due to time required by actual reporting.

The Livestock Market News Specialist served on several grading committees at fat stock shows, one purpose being to "sift" or eliminate those entries not measuring up to strict requirements as established by the Show officials. It can easily be understood that this is no popular task.

Advising officials prior to and the actual sorting of cattle at Feeder Sales was another committee activity by the Specialist. Suggestions on rules were submitted, and at the sale cattle were separated into uniform groups for selling, which helped return higher prices to the producers.

In addition to talks and actual grading sessions, three livestock articles for the State's leading livestock magazine, and five articles on livestock marketing were carried in the "For Sale, Want and Exchange Bulletin".

Suggestions to producers in personal contacts at auctions are weekly occurrences, and very often buyers and sellers are brought together through market reporters. Recently, as example, one cattle feeder sold a group of steers for about \$180 more than the highest offer made up to that time, by contacting a buyer suggested by the Specialist.

Considerable livestock statistical information, not only pertaining to Florida markets but general U.S.D.A. data as well, is maintained for reference and distribution, and for answering requests.

Most of the livestock information in the Annual Fruit and Vegetable Report is assembled, combined, and edited by the Livestock Market News Specialist.

Considerable correspondence is necessary in supplying statistical data, and in making suggestions, such as to prospective citizens from other states, etc.

Some examples of information furnished or supplied:

1. Livestock grade, market and statistical information to University Animal Husbandry classes, Herdsmen's Short Courses, grading schools, etc.
2. Florida livestock market price and weight data to USDA, BAE, Orlando, for official livestock estimates.
3. Various types of information to other USDA agencies for analysis and situation studies.
4. Official livestock price data to legal firms, Department of Justice, University of Florida Extension Economist, meat packers, etc.
5. Various livestock statistics to magazines, State Chamber of Commerce, banks, Director of State Farmers' Markets, livestock auctions, etc.
6. Mail requests for information published by other (particularly USDA) agencies, requiring considerable research and assembling. Along this line, worthwhile USDA livestock articles and situation and outlook reports are condensed and reprinted for distribution.

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Out-of-state travel is kept to a minimum for economic reasons. Only three such trips were made, two to Georgia, one to Louisiana, during the 1954-56 period; one for comprehensive cattle grade correlation work, live versus carcass grades; one to attend a Federal-State southeastern livestock marketing conference; one to attend a Federal-State southeastern livestock market reporters' conference.

These activities are in addition to regularly reporting 11 auction markets four days each week, and assembling and reporting direct(non-auction) cattle sales in 5 areas of the State.

Probably the most significant aspect of these past two years in Florida livestock market news is the newly formed direct cattle sales quotations begun in late 1955. Since auction markets handle only half of the State's total cattle sales; since most of the higher grade cattle are sold "direct" to packers rather than through auctions; and since the Federal-State Livestock Market News Service was based entirely on auction prices, direct sale information on higher grade cattle was needed for more complete reports. Through the cooperative efforts of the State Cattlemen's Association, the University and Extension Service of Florida, the packers and slaughterers, and the Federal-State Livestock Market News Service, direct cattle numbers and prices in five large producing and slaughtering areas of the State are now being reported; as a result of this, the volume of cattle now covered by official market reports in Florida has almost doubled. This has been accomplished with no increased appropriation; but rather by increased efforts of already existing personnel.

It has been said by officials of the USDA Livestock Branch that Florida had more complete livestock market news coverage than any other State, before the recent inclusion of direct sales to packers.

A calendar of our Livestock Market News services July 1954 - June 1956:

June 17, 1954	Started Blountstown livestock quote, Tri-County Market (by County Agent).
Sept. 16, 1954	Started separate Weekly West Florida Livestock Market reports. (USDA, AMS, Thomasville, Georgia).
Nov. 1954	Revised form of Weekly Summary for listing cattle prices at various auctions in manner to be easily compared. (USDA, AMS).
Sept. 23, 1955	Attended conference in Tampa with livestock trade re direct cattle sales with Prof. W. K. McPherson, June Gunn, F. L. Lothamer, Milton Plumb.
Oct. 11-13, 1955	Accompanied Prof. W. K. McPherson in attending Southeastern Marketing Conference, New Orleans, La.
Dec. 2, 1955	Supervised issuing the first direct sales Florida cattle report.
Dec. 7, 1955	In conference with Mr. James Hartnell, Chief, Market News Branch, Livestock Division, U.S. Department of Agriculture, Washington; Mr. Harry Larson, Market News Representative, U.S. Department of Agriculture, Thomasville; Mr. W. K. McPherson, Professor of Agri-

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cultural Economics, University of Florida, Gainesville; Mr. V. D. Stark and Mr. F. L. Lothamer, Livestock Market Reporters of the State Marketing Bureau; Mr. Neill Rhodes, Commissioner, State Marketing Bureau, in Bureau offices re direct sales, etc.

- Jan. 1956 Direct Cattle Sales reports added for Quincy, Marianna, Jacksonville, Monticello, Madison.
- Feb. 24, 1956 With Mr. Harry Larson, Market News Representative, U.S. Department of Agriculture, Thomasville; Mr. W. K. McPherson, Professor of Agricultural Economics, University of Florida, Gainesville; Mr. June Gunn, Secretary, Florida Cattlemen's Association, Kissimmee, Dr. Harry Roberts, Assistant County Agent, Miami, visited Miami packers to make arrangements for direct sales data.
- March, 1956 Received first direct cattle sales reports, Miami area.
- Apr. 27-28, 1956 With Mr. F. L. Lothamer, Mr. Harold Howze, Mr. V. D. Stark, et al., attended Atlanta conference, Livestock Market News (Federal-State).

Livestock, Dairy and Poultry Service - West Florida

The Bureau's Livestock Market News and Dairy Specialist stationed at Tallahassee has a wide territory and a broad field of activities. During the current biennium he has, in addition to covering the Graceville and Marianna markets regularly and Live Oak periodically, helped with North Florida annual fair at Tallahassee.

Helped promote and assisted in judging the annual Leon County 4-H Dairy Show.

Helped coach Leon County's 4-H judging teams and accompanied them to both the State Fair at Tampa and the annual 4-H Dairy Show at Orlando, acting as one of the judges at the latter. Attended local 4-H meetings average once a month.

Helped to organize local D.H.I.A. in interest of dairy farmers.

Helped with grading of steers for cattlemen's feeder steer sale at Monticello.

Served on screening committee for annual fat stock show at Quincy.

Helped County Agent with annual agricultural fair at Marianna.

Assisted with State Jersey Breeders' sale-- worked as ringman.

Averaged attending six poultry meetings per year at Graceville.

Served on planning committee, screening committee, also as one of the judges at annual West Florida Dairy Show at Chipley.

Represented Marketing Bureau at the annual convention of the Florida Dairy Association.

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Helped with promotion and judging of annual fair at Panama City; appeared before seniors of Panama City high school on Career Day to discuss marketing as a career.

Arranged for weekly livestock market summary of West Florida to be published in Panama City Sunday paper.

Helped conduct survey on feasibility of establishing a market in Panama City.

Arranged for Marketing Bureau to receive quotation for weekly market at DeFuniak Springs.

Began first quotation of direct sale of cattle in West Florida, which is now published once a week.

He took over reporting and quoting of daily Tallahassee poultry and egg markets; has held meeting of local poultrymen at least once per month.

He has endeavored to meet every County Agent from Tallahassee to Pensacola and become familiar with their marketing problems that he might be able to render every marketing assistance possible in his territory.

Livestock Market News - South Florida

The Livestock Market News Specialist of the Bureau, located at Wauchula, reports on a regular weekly schedule the year round the Belle Glade, Okeechobee, Kissimmee, and Wauchula livestock markets. He spends as much time among cattlemen and ranchers as time permits. Special tabulations for the Jacksonville headquarters offices are prepared regularly. This four-market reporting and compiling of essential statistical data in connection therewith requires long hours of hard work. He has, however, graded cattle for various ranches.

Helped grade at the Ocala Fat Stock Show.

Graded for the Tampa State Fair and Tampa Livestock Market.

Grouped cattle for special sale at Lakeland.

Helped the Range Cattle Station on Field Days, and graded cattle for the Range Cattle Station.

For important duties performed without criticism from any source, this Specialist deserves the commendatory reports we have received about his service.

Market News Service State Farmers' Markets and Extending Southeastern Circuit

To further broaden our release of market information, the State Farmers' Markets at Wauchula and Fort Myers were added to the southeastern leased wire circuit of the U. S. Department of Agriculture and teletype service provided from mid-October through May 1955-56. To provide the important West Coast section with poultry and egg, livestock and other product information, and better serve our two market reporters for that area, leased wire facilities were extended and Tampa added to the circuit February 1956. The leased wire from U.S. Department

of Agriculture, Washington, to Bureau offices, Jacksonville, was operated full twelve months instead of Nov. 1-June 30 previously. This enabled the release of the daily Federal-State Miscellaneous Vegetable Market bulletin from Bureau offices on 18th of last October, and to continue the service as far into July as may be necessary. It also expedites and reduces the cost of receiving information required for the daily lime-avocado-mango report issued July through October each year.

Special daily watermelon report was furnished the Seaboard Railway in Jacksonville for relaying over their circuit and bulletin posting at Bell, Florida, in June each season, data credited to Federal-State Market News Service.

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Market news for Florida pecans has not been as complete as for fruits, vegetables, poultry and eggs, and livestock. We joined with other Southeastern States March, 1956, in requesting our Congressional representatives to obtain Federal matching funds of \$7000 for a Southeastern Pecan Market News Service. Senators Holland and Smathers gave us every cooperation. Commissioner Rhodes also on March 20 discussed the project in person with Mr. C. D. Schoolcraft, Chief, Market News Branch, U.S.D.A.

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Equaling requests for expanded market news service, the Assistant Commissioner and our other Marketing Specialists have received calls for assistance resulting in very crowded schedules, sometimes impossible to fill all demands except under postponement.

Services of the Assistant Commissioner

The Assistant Commissioner during the past several years has devoted more and more time to serving in the field of public relations, doing much of the leg work for the Bureau in general, and the Commissioner in particular cases.

The Assistant Commissioner has represented the State Marketing Bureau at two conventions of the National Association of State Marketing Officials, representing practically every State, and appeared on the program at each meeting. The 1954 convention was held at Purdue University. The 1955 convention was held in Madison, Wisconsin, at which he was distinctly honored in being elected Vice-President of the Association. At the Southern Commissioners of Agriculture meeting in Nashville, Tenn., in 1955, the main topic for discussion was improving markets. He was placed on the panel to discuss and consider this subject.

The District Marketing Officials Organization is composed of the Atlantic Seaboard States. The Assistant Commissioner has represented the Florida State Marketing Bureau in this organization, serving as Secretary one year and President one year.

The Bureau was represented by the Assistant Commissioner in discussions with the Dairy and Poultry Market News Division of the U. S. Department of Agriculture, Washington, which resulted in our switching from State poultry and egg market quotations in Jacksonville to cooperative Federal-State Market News Service with a full-time Federal reporter, half of the expense being provided by the

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USDA and half by the Bureau.

The Assistant Commissioner has also served as Federal-State Supervisor of the grading and inspection of dairy and poultry products in Florida and issuing joint Federal-State grade certificates. We also have contracts with poultry and egg dealers to supervise the grading and candling of eggs, and license their employees as Federal-State graders. During the biennium more than 12,000,000 dozen eggs and several hundred thousand pounds of poultry have been inspected and graded, also many thousand pounds of cheese and butter have been inspected, under the Assistant Commissioner's supervision.

He met with the State Poultry Association officials in 1954 and discussed improving the market reporting service at Tampa covering poultry and eggs. These discussions pointed up the need of a full-time reporter for Tampa. The Association requested such employment and secured the cooperation and aid of the members of the Legislature in providing sufficient increase in Bureau funds for that purpose. The Poultry Association, through its affiliation with the Agricultural Council and the State Farm Bureau, had their support in requesting necessary funds which were provided by the 1955 Legislature, and the reporter was assigned in the fall of 1955. Similar request was made by the State Poultry Association, along with the State Farm Bureau and the Florida Agricultural Council, for a full-time Marketing Specialist in Poultry and Dairy Products to be added to the Bureau staff in Jacksonville, and funds were provided by the Legislature for this position which was promptly filled.

The 1955 Legislative Session created an Interim Committee to be composed of members of the Legislature and poultrymen, to conduct hearings, study the needs of the poultry industry and report to the 1957 session of the Legislature. The Assistant Commissioner has punctually and creditably represented the Bureau at these hearings and given essential information about poultry and egg marketing conditions in Florida. So far hearings have been conducted at Callahan, Miami, Tampa and Pensacola. At the Miami meeting the Committee reached the conclusion that because of the increasing importance of this market and the large local production, there was an immediate need for a full-time market news reporter. The Committee requested Commissioner Mayo to provide funds by transfer for this emergency which he has done, and the reporter started on a full-time basis in June 1956.

Much of the Assistant Commissioner's time is spent in the field supervision of our market news poultry and egg and fruit and vegetable stations, located in Miami, Tampa, St. Petersburg, Orlando, Palatka, and Tallahassee. Since the poultry and egg price quotations are taken so literally and used as the sale or contract price by producers in the daily marketing of their eggs and poultry, such supervision must be continuous and thorough.

In organization work the Assistant Commissioner has assisted in promoting several County Poultry Associations; has judged at two State Baby Chick and Egg Shows, 40 local Fairs and two State Fairs. He has attended 52 meetings of poultrymen, 3 Farm Bureau meetings, and two Poultry Institutes at Camp McQuarrie. He has appeared on many radio and two TV broadcasts; spoken to two Kiwanis Clubs, all in relation to marketing, in the current biennial period. He prepared a half-dozen articles for the Florida Poultryman Magazine, and two editorials for our For Sale, Want and Exchange Bulletin.

More than 2,000 letters have been written by the Assistant Commissioner in response to inquiries for information about Florida agriculture and the marketing of our products. Not all pertain to dairy and poultry subjects. For example, he recently received a letter from the Director of the Division of Markets in Vermont proposing that Florida and Vermont do some joint market promotion on maple syrup and grapefruit in that part of the country. Maple syrup is said to be tops in good eating when used on grapefruit for breakfast. This matter was turned over to the Citrus Commission for further consideration.

The Assistant Commissioner in 1929 started service with the Bureau as Marketing Specialist in Dairy and Poultry Products. He has given more than a quarter-century of marketing assistance to Florida producers. Much credit is due him for the progress and rapid advancement of the State's dairy and poultry industries. Better than anyone else, I know of his undying interest and his untiring efforts in behalf of Florida producers, and laudatory in full measure is his remaining loyalty with the Bureau for so long a period of time. His counsel has been sought by individuals and cooperatives, by special Committees studying and proposing legislation, and his tact and good judgment have placed his services in strong demand by producers and officials representing them.

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Livestock and Field Crops

The Bureau's Marketing Specialist in Livestock and Field Crops has cooperated with and coordinated his work in many ways with other Florida agencies and services. Some of these: Florida State Agricultural Extension Service, State Department of Vocational Agriculture, State Forestry Service, all Purebred Livestock Associations, Florida Federation of Fairs, Florida State Seedsmen Association, Florida State Cattlemen's Association, Florida State Beekeepers Association, the National Agricultural Editors' Association, Florida State Fruit and Vegetable Growers' Association, Florida State Markets, the Farm Bureau, and others. This group served is evidence of the Livestock and Field Crops Specialist being in wide demand, and his admirable spirit of cooperation and willingness to serve in every marketing capacity requested,- some far beyond his line of specialty.

He planned and worked with others in organizing the West Florida Livestock Association, an organization comprising Calhoun, Gulf, Bay, Liberty, and Franklin Counties, and a unit of the Florida State Cattlemen's Association. These five Counties were in the position, cow-wise, of having too few cattle and cattlemen in each individual county to support an association. In organizing together it has given them numbers and strength and has made it possible for the five-county group to continue with a live-wire organization.

He originated the idea of a farmers' retail-wholesale curb market for Panama City. Many have cooperated and done much work toward creating this market since the suggestion was made and the plans laid. This farmers' market has become a reality with present facilities valued at some twenty to twenty-five thousand dollars, and opened in May 1956.

He has appeared many times before cattlemen's associations, vocational agriculture groups, and others, and made talks on marketing.

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He was the first to survey the cattle feeding industry in Florida, publishing a detailed report giving name, mailing address, size and type of feeding operation of the cattle feeders in Florida. This report proved to be very accurate in forecasting Florida's cattle feeding situation for 1955-56 and has gained much favorable attention. There is a demand for this forecast to be repeated from year to year.

The National Farm Editors Association held its annual tour this year beginning at Atlanta, Georgia, on April 23rd, and ending in Miami, Florida, on Friday, April 27th. Those Farm Editors from all parts of the United States and Canada were observing Georgia and Florida agriculture and he was invited along with the group to help entertain them and assist in answering questions pertaining to Florida farming and livestock raising. On this tour he passed out copies of the Marketing Bureau's annual report as well as copies of the Florida State Department of Agriculture's "Know Florida". These publications met with much favor and on request additional copies were later mailed to those on the tour.

He has assisted in giving market news coverage on thirteen livestock auction markets in Florida.

Agricultural fairs and expositions have attained widespread coverage in Florida. He has assisted in working with those and helped in the livestock judging on occasions.

He worked with the Future Farmers of America in Florida in giving beef cattle demonstrations at various schools. He judged their farm products at the Tampa Fair and acted as official judge at some of their contests during their State Convention in Daytona Beach as well as at district contests.

The Livestock Marketing Specialist: has supplied cattlemen in Florida with USDA data relative to cattle marketing outlook material and personally visited with many of them on their ranches, to discuss their marketing problems. He has visited Florida's purebred swine men in pushing the "meat type" hog, and will continue work with the hog producers along this line.

He has given time and thought in writing for the Marketing Bureau's For Sale, Want and Exchange Bulletin, with a circulation of more than 73,000, reaching all forty-eight states, as well as thirty-eight foreign countries,-- a media through which diversified SELLING has been accomplished. Some of the articles written were: "Sweet Potatoes - Now and Then", "Pecan Trees in Pastures", "Corn in Florida", "Big Pine - Little Pine", "A Beef Letter to Mrs. Florida Housewife", "A Look at Florida's Cattle Feeding Business", "Pass the Honey, Sonny", "Shall We Pay the Fiddler", "Acres for Defense - Farmers for Defense", "Down with the Fat - Up with the Lean". Where space did not permit further detailed information, the reader was given reference to Experiment Station, Agricultural Extension Service, State Department of Agriculture, and U.S.D.A. free publications which might be obtained for the asking.

The Livestock and Field Crops Marketing Specialist, partly no doubt as a result of some of the above mentioned Bulletin articles, has received many letters from people both in-state as well as out-of-state - some from foreign countries. Most of the inquiries were seeking information, one type or another, on Florida farming and livestock production. In answering such mail, a true picture of

Florida conditions was painted, and a welcome hand extended to potential residents who wished to come to Florida to enjoy sharing our Agriculture and our Climate.

Has assisted in cooperative marketing of pecans in Florida as well as helped on the pecan auction at Starke, and helped in the marketing of field and miscellaneous crops.

The Livestock and Field Crops Marketing Specialist has assumed leadership in trying to get Florida's tobacco market opening dates set at a time more appropriate to the growers' needs. He was invited by North Carolina's Agricultural Commissioner Ballentine to attend a meeting in Richmond, Va., June 28, 1956, for the purpose of working with the Bright Belt Warehouse Association in setting Florida's tobacco market opening dates at a more suitable time.

The above while not covering in detail all phases of the work, gives a general picture of the work of the Marketing Specialist of the Florida State Marketing Bureau, his goal being to try to make every thought, every spoken and written word SELL something for Florida.

Dairy and Poultry Products

Our Marketing Specialist in Dairy and Poultry Products, aiding Assistant Commissioner Risher, has in the comparatively short time since becoming a member of the Marketing Specialist staff of the Bureau, covered the principal producing sections of the products in his field. Reports from the areas in which he has served have been highly creditable and very satisfactory. His knowledge of agriculture in general, particularly in North and West Florida, has been useful and helpful to the Bureau in providing a balanced service to all phases of our agriculture. He has been modest in making the following report:

My work with the Florida State Marketing Bureau presents a challenge. I realize that the information assembled and the marketing assistance provided every day for farmers is effective and in fact indispensable. Yet, we are only a small part of a tremendous agricultural industry. My objective is that my work be so applicable and fruitful as to best serve those people who are trying to sell their farm produce.

During the year, my job has included a variation of many different tasks. Although my work has pursued various courses, the purpose has remained the same, - to gather market information, help farmers secure markets, and encourage and promote the sale of agricultural products. I am indebted to Mr. Rhodes, to Mr. Risher, and other members of the staff for their guidance and training. I sincerely appreciate their efforts and shall strive all the harder that their time spent in my orientation and counsel in field work will not have been in vain.

One of my first duties was to make a study of the Orlando market area, and the poultry industry in that particular locality. While working in Orange County and gathering the data desired, I worked with the County Agent, Mr. Ross Copeland, Mr. Lou Mazourek and the poultry producers in organizing the Orange County Poultry Producers Association. I became acquainted with many farmers in Orange County. Several marketing problems were presented to me. The solution of one resulted in our

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changing the Semi-Weekly Poultry and Egg Report to clarify the quotes on fryers on the Orlando market. The Orange County Poultry Producers Association is one of the most successful and active associations in the State.

Florida has many County and State Fairs. It was my privilege to assist Mr. Julian Moore and Mr. Lester Katch in judging the poultry exhibits and eggs at many of these fairs, - among them the fairs at Callahan, Jacksonville, Chipley, DeFuniak Springs, Ocala, Dade City and Tallahassee. In each area I became acquainted with the producers and the market conditions. Fairs offer an excellent opportunity for creating a demand for our poultry and dairy products.

Recently I completed a study of the poultry and egg markets in the Pensacola area for Mr. Risher. This study preceded the meeting of the Legislative Poultry Interim Committee meeting in Pensacola. The study included a survey of the local stores, warehouses, packing companies and wholesale egg and poultry distributors. The survey included grades, prices, and the volume of shipped and Florida eggs. Local producers were visited to secure information on local production. Ninety percent of the eggs sold on that market are unclassified eggs shipped in from the midwest. The consumers seem to lack a thorough understanding of the various grades and the difference in quality of eggs.

Many poultry meetings were attended during the year. Market information and statistics were presented to these groups, altogether some thirty meetings were attended.

Teachers of Vocational Agriculture have been very cooperative with our department. I have visited many schools in the State and spoken to the agricultural classes on marketing problems. I attended the National FFA Convention at Kansas City and helped with the poultry judging contest sponsored by the National Association.

The Bureau headquarters offices receive many inquiries from northern poultrymen concerning the Florida poultry industry. Mr. Rhodes has passed many of these letters to me for answering. In each case I have tried to describe our situation so that the reader would have a true mental picture of our industry. Both the advantages and disadvantages of operating poultry enterprises in our State have been emphasized. A few of our letters have come from as far away as Cuba, and Columbia, South America.

Many local poultrymen have been contacted in the State during the year. As a result of these visits, I believe the people have a better understanding of our reports. In many instances I have worked with poultrymen in securing a market or better outlet for their eggs and poultry. Individual attention to market problems has been given upon request throughout the year. Many recommendations have been made to Mr. Rhodes as a result of these personal contacts. Some of the recommendations are as follows:

1. That changes in procedures be made in reporting the Tallahassee market.
2. That the Orlando fryer market be quoted so as to carry the words "small lots" in order to clarify the prices.
3. That a "full-time" reporter be placed in Pensacola.
4. That the Semi-Weekly Report be speeded up by postal authorities.
5. That we quote a "frozen egg" price.
6. That a law be passed prohibiting the sale of unclassified eggs.
7. That a "full-time" reporter be placed in Miami (this was already in the making).

In many instances Mr. Rhodes, Marketing Commissioner, was already familiar with the problems, and in other cases prompt action was taken to improve our service.

My duties have also included the following assignments:

1. Handling Market News service in Orlando and Jacksonville during the absence of the regular reporter.
2. Writing marketing articles for the "For Sale, Want and Exchange Bulletin."
3. Working with radio stations in following standard terminology in reporting market prices by radio.
4. Attending Bureau conferences.
5. Giving information in response to telephone requests on crops common to North and West Florida.
6. Writing articles for "Florida Poultryman" and cooperating with Mr. Ross Copeland in the effort to have this magazine provide the poultry industry of Florida with the most helpful information possible.

I do not wish to prolong this summary, but may I add that though my accomplishments be short of my goal, I am proud to be one of the links in the chain of service so important to our agricultural industry.

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The above resumes of activities of the Marketing Specialists and staff of the State Marketing Bureau require the finishing touch of favorable mention and liberal credit to the clerical force of the department: Secretarial, stenographic, accounting, statistical, copy writing for Bulletin, telegraphic. The volume of typesetting, printing, folding, assembling and mailing accomplished by the four men in the mailing room could be accomplished only by highly experienced and

TWENTIETH BIENNIAL REPORT

conscientious employees. While the clerical force seldom come in contact with the public they serve, and their labors are unheralded, without their service all other work would make miserably poor showing. May credit which might be directed to the Commissioner be diverted instead to the "working force" of the Bureau.

Miscellaneous and Administrative

The foregoing has been devoted largely to mentioning some of the services rendered the citrus, vegetable, poultry, livestock and major lines of Florida's agricultural industry. General service has been provided all phases of agriculture, the little farmer particularly receiving prompt and careful consideration.

Producers of "field" crops - corn, hay, syrup, honey, tobacco, pecans, etc.,- have been given market quotations, been advised of market conditions, and given marketing service. Growers and shippers of bulbs, ferns, cut flowers, medicinal plants and miscellaneous products too numerous to mention here have been served at every opportunity.

Of particular help to the small producers has been the extensive claim work in their behalf. Information as to relief under the Florida Agriculture License and Bond Law for intrastate transactions, and handling procedure under the Federal Produce Agency and the Perishable Agricultural Commodities Acts involving interstate shipments, has been given to a large number, by correspondence and through personal interviews in our offices. The Commissioner's experience of nearly four decades in handling claims, his knowledge of law, his acquaintance with top level State and Federal enforcement and administrative officials has proved to be an asset to Florida agriculture. Such important work as in 1955 preparing amendments for repealing obsolete sections of the 1917 Statutes creating the Bureau Law could be handled by the Commissioner without outside assistance.

Rating guides and directories of dealers of agricultural products, of manufacturers of all products throughout the United States, all lines of trade, brand names, sources of supply and the like are carried to help and protect farmers who have occasion to patronize such sources.

Sales facilities for many products of the farm, some as used equipment for which the farmer has no further use, are provided by the useful, popular For Sale, Want and Exchange Bulletin issued twice monthly the year-round. The mailing list carries at this writing 73,193 names and the Bulletin is read or referred to by probably 150,000 or more persons each issue. Ornamental and farm and grove seeds and plants, livestock, poultry and eggs, farm equipment and machinery, farm and grove products, farm lands, miscellaneous and wanted listings are carried regularly for 450-500 persons each issue. The editorial page is devoted to timely agricultural subjects. Notices of purebred sales and shows of beef and dairy cattle, hogs, etc., are given space requested. Land sales notices appear in each issue for State and Government agencies. Special notices are made for the State Plant Board, the Board of Forestry and other public agencies. It is doubtful if Florida has a more generally patronized or appreciated public service than the For Sale Want and Exchange Bulletin.

Young men of today attending our agricultural colleges will be tomorrow's

farmers, County Agents, Vocational Agricultural Teachers or otherwise usefully and prominently identified with our vast agricultural industry. We have employed a number of graduates of the University of Florida for Marketing Specialist service. It has been our pleasure to have the Marketing and Economics Classes of the University of Florida with their Prof. W. K. McPherson visit the Bureau to become more familiar with the Bureau's activities and services, particularly market news. In the current biennial period classes visited with us July 1954; May, August, December 1955; and April 1956. The May 1955 group was introduced by Prof. McPherson as his "international" class, since a number of foreign countries were represented.

Representatives of other countries have visited the Bureau to obtain practical information on our marketing system, market news, inspection, and other features. The most recent was a two-day visit by Mr. Yong Tanpairojana from Thailand, arranged by the U. S. Department of Health, Education and Welfare.

It is only natural that most official interviews are held with the Commissioner,-- and they are many. However, the small farmer, regardless of his problem, has the same consideration and courtesy extended him as the large operator, or top officials of private or governmental agencies. The Commissioner's desk is placed among those of the Bureau's Specialists and clerical force. Anyone desiring to see the Commissioner may do so promptly, and any time every day of the working week, without appointment or waiting.

Going to the extreme in seeing that the smallest detail is promptly, efficiently and courteously performed, the Commissioner has handled much "chief clerk" work which normally would be delegated to others,-- sorting and opening of mail and answering the larger proportion of it immediately, taking telephone and telegraphic requests for information, proofing Bulletin copy, preparing budgets for the Bureau, lending sympathetic ear to co-workers in solving their problems, dispatching information and assistance requested by any method, seeing there is no slip-up in performance, small or large assignment,-- this spells out the secret of the Bureau's PROMPT SERVICE.

In addition to performing the administrative duties of office, the State Marketing Commissioner is also the third member of the State Agricultural Marketing Board, is Collaborator (without pay) of the U. S. Department of Agriculture, and has served as Member of the Committee acting under Senate Bill 302 upon all applications for State matching funds (limit \$20,000 for any city, county or fair association) for the construction of agricultural and livestock buildings.

The volume and value of Florida agriculture, and the numerous products - DIVERSITY - require administration of the marketing division on fundamentals of ability, integrity, judgment, tact, experience and diversity of knowledge and talent. I have humbly and gratefully endeavored to fill the shoes of such a Commissioner, and submit the Twentieth Biennial Report in testimony of the last two years of my stewardship in office.

Neill Rhodes, Commissioner
Florida State Marketing Bureau

FINANCIAL STATEMENT

of the

FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1954 to June 30, 1955

Appropriation for Year ending June 30, 1955	\$171,140.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	104.83
USDA Overcharge Market News billing	429.04
TOTAL AVAILABLE	<u>\$173,873.87</u>

<u>Code</u>	<u>Expenditures</u>		
1100	SALARIES	\$94,673.83	
	NECESSARY AND REGULAR EXPENSES:		
2200	Communication and Transportation .	\$9,705.94	
2400	Repairs and Maintenance	778.12	
2600	Travel	18,861.82	
2700	Utilities	576.37	
2900	Other Contractual Services	14,460.66	
3300	Heating Supplies	40.09	
3600	Maintenance Materials and Supplies .	1,476.48	
3700	Motor Fuels and Lubricants	8.85	
3800	Office Materials and Supplies.	1,519.12	
3900	Paper for Printing	13,416.74	
4100	Insurance and Surety Bonds	111.43	
4300	Rental of Buildings	5,776.00	
4900	Dues, Commissions, etc.	30.00	
5300	Agricultural Equipment.. . . .	34.35	
5600	Office Furniture and Equipment	<u>2,540.52</u>	<u>\$69,336.49</u>
	NET APPROPRIATION-BALANCE		<u>\$ 9,863.55</u>

FINANCIAL STATEMENT

of the

FLORIDA STATE MARKETING BUREAU

Expenditures from July 1, 1955 to June 30, 1956

Appropriation for Year ending June 30, 1956.	\$198,446.00
Federal Allotment Special Livestock Market News.	2,200.00
Credit, Cooperative Dairy Agreement	68.51
Department of Agriculture transfer, for reporting Miami Poultry-Egg Market	1,900.00
Addressograph refund Coupon Book	121.80
TOTAL AVAILABLE	<u>\$202,736.31</u>

Expenditures

<u>Code</u>	
1100	SALARIES \$105,553.41

NECESSARY AND REGULAR EXPENSES:

2100	Advertising	\$9.66	
2200	Communication and Transportation.	9,706.17	
2300	Printing Services	52.14	
2400	Repairs and Maintenance	680.34	
2600	Travel	23,269.92	
2700	Utilities.	600.52	
2900	Other Contractual Services	16,912.10	
3300	Heating Supplies	55.48	
3600	Maintenance Materials and supplies	1,128.09	
3700	Motor Fuels and Lubricants	9.85	
3800	Office Materials and Supplies.	1,928.31	
3900	Paper for Printing	10,684.38	
4100	Insurance and Surety Bonds	101.30	
4300	Rental of Buildings	5,786.00	
4900	Dues, Commissions, etc.	20.00	
5100	Books	12.50	
5300	Office Furniture and Equipment.	<u>2,238.21</u>	<u>\$73,194.97</u>
			<u>\$178,748.38</u>

BALANCE CARRIED FORWARD TO 1956-57

\$ 23,987.93

THE BUREAU PERSONNEL

Neill Rhodes Commissioner
F. W. Risher . . Assistant Commissioner--Specialist, Poultry and Dairy Products
L. T. Pendarvis Specialist, Livestock and Field Crops
E. F. Scarborough Specialist, Market News, All Commodities
G. N. Rhodes Specialist, Livestock Market News
Guyton M. Williams Specialist, Poultry and Dairy
Fred O. Witt In charge Printing and Mailing Room
Edna G. Ferguson Secretary
C. Faith Butner Stenographer
Viola M. McCormick Stenographer
Pauline C. Seale Stenographer
Kathryn L. Vernon Stenographer
Sara Wright Stenographer
Caryl C. Michael Telegrapher
H. L. Mayberry Mechanical Operator
Chris. Georgiades Mechanical Operator
R. E. Laurendine Mechanical Operator

F. L. Lothamer Market News Representative, Tampa
Paul E. Glasscock Market News Representative, Tampa
Harold C. Howze Market News Representative, Wauchula
Dick Stark Market News Representative, Tallahassee
Richard C. Karau Market News Representative, Miami
M. B. Smith Market News Representative, Orlando

John B. Phelps Market News Representative (cooperative) Miami
H. E. Gooden Market News Representative (cooperative) St. Petersburg

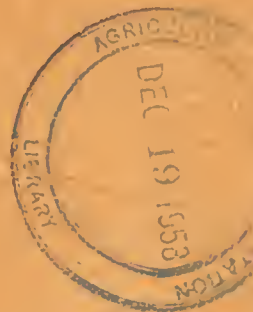
MAIN OFFICE HEADQUARTERS - 505 West Adams Street, Jacksonville, Florida

F6486
1956/58

**TWENTY - FIRST
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

NEILL RHODES, COMMISSIONER

FOR PERIOD
JULY 1, 1956 TO JUNE 30, 1958



DIVISION OF
FLORIDA STATE DEPARTMENT OF AGRICULTURE
NATHAN MAYO, COMMISSIONER

503 WEST ADAMS STREET
JACKSONVILLE, FLORIDA

FOREWORD

Agriculture is the down-under base of Florida prosperity. It is doubtful that the average business man realizes how much the success of his enterprise depends upon the welfare of the Florida farmer; how endangered the position of many commercial concerns would become without the support stemming directly and indirectly from agricultural production.

Agriculture has attained such proportions that big words and new terms have cropped up in discussing its phases: Agribusiness, vertical integration, contract farming, translating dynamics to automation,- even franchising occasionally. The more agriculture is viewed as a segment of big business, so have the average farms increased in size; unfortunately the number of small farms has decreased.

Florida land in farms in 1935 for instance was 6,048,406 acres, compared to 16,537,586 acres in 1950 and 18,161,675 acres in 1954. The average farm size was 83 acres in 1935, in 1950 290.9 acres, and 315.6 acres in 1954. Farms of average size 220 acres up increased in 1954 over 1950, and in 1950 over 1935. The number of farms 500-999 acres was 588 in 1935, in 1950 1,512, and 1,840 in 1954. Farms of 1,000 acres and over numbered only 424 in 1935, increased to 1,730 in 1950, and to 2,072 in 1954. Although the land in Florida farms increased from 6 million acres in 1935 to 18 million acres in 1954, the number of farms under 10 acres decreased from 14,752 in 1935 to 10,453 in 1954.

The large farm operators are well informed. As this report shows, the Florida State Marketing Bureau has in the last biennial period greatly expanded its facilities to collect and distribute market news information. Market news, marketing information and service have included more commodities in regular and additional areas, particularly those sections regarded in the greatest need for such help. We have placed great emphasis on assisting little producers anywhere and everywhere in the State in continuing service to the entire agricultural industry of Florida.

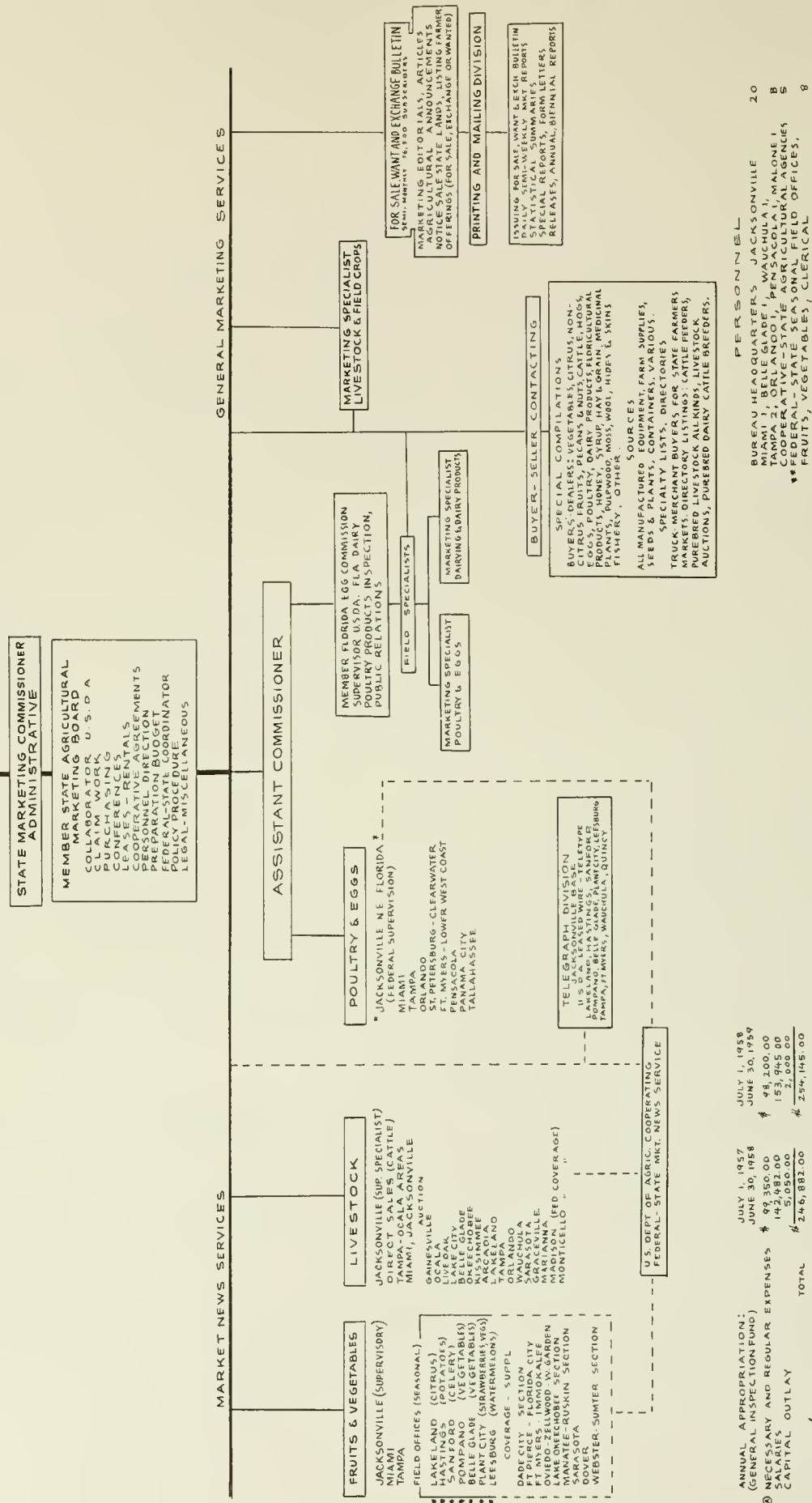
FLORIDA VALUE OF AGRICULTURAL PRODUCTION

	PRELIMINARY <u>1956-57</u>	FINAL <u>1955-56</u>
CITRUS	\$221,469,000	\$245,526,000
TRUCK CROPS	176,118,000	187,530,000
	<u>1957</u>	<u>1956</u>
OTHER FRUITS AND EDIBLE NUTS	3,250,000	2,408,700
FIELD CROPS	68,000,000	65,276,000
LIVESTOCK	62,000,000	52,642,000
DAIRY PRODUCTS	73,800,000	67,472,000
POULTRY AND EGG PRODUCTS	32,300,000	34,937,000
HORTICULTURAL SPECIALTIES	32,000,000	31,818,000
FOREST AND MISCELLANEOUS PRODUCTS	9,500,000	9,580,000
ALL COMMODITIES (TOTAL)	\$678,437,000	\$697,189,700
GOVERNMENT PAYMENTS	4,700,000	3,725,000
TOTAL VALUE OF AGRI. PRODUCTION	\$683,137,000	\$700,914,700

Fruit and vegetable values are for the production season August through July, while other commodity values are for the calendar year.

FLORIDA STATE DEPARTMENT OF AGRICULTURE COMMISSIONER OF AGRICULTURE

FLORIDA STATE MARKETING BUREAU



ANNUAL APPROPRIATION:
(GENERAL INSPECTION FUND)

	JULY 1, 1957	JUNE 30, 1958
NECESSARY AND REGULAR EXPENSES	\$ 92,350.00	\$ 98,200.00
SALARIES	142,482.00	153,945.00
CAPITAL OUTLAY	5,050.00	2,000.00
TOTAL	\$ 246,882.00	\$ 254,145.00

INCLUDING \$6,000 FIA, FRUIT & VEGETABLE ASSN, TARIFF & SIMILAR DUTIES

STATUTORY REFERENCE
FLORIDA STATUTES, 1957 CHAPTER 603

PREPARED FOR AGRICULTURAL SERVICES COMMITTEE
F.S.M.B. - N.R. FEB. 12, 1958

Chas. G. Gentry

TWENTY-FIRST BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU

The Twenty-First Biennial Report of the Florida State Marketing Bureau relates to activities of the department within the two-year period ending June 30, 1958. That date measures off forty-one years of marketing service extended by the Bureau since it was created July 1, 1917. The close of the current fiscal year June 30, 1958, also marks up my forty-first year as an employee of the Bureau, and the twelfth-year of Bureau accomplishments since I became State Marketing Commissioner in June 1946. Naturally I review the last two-year period in the light of the composite twelve-year tenure of office. So the Twenty-First Biennial Report should answer this question: What is the record? The score?

In 1946 the Bureau personnel totaled 13; in 1958 the total is 29 exclusive of Federal-State clerical and State-cooperative employees. In all 41. In 1946, 3 Florida markets were quoted for poultry and eggs; in 1958 13 Florida markets are quoted. In 1946, vegetable market news covered 7 Florida shipping areas; in 1958, 22 points are included. In 1946, no Florida livestock auctions were quoted; in 1958 17 auctions are quoted regularly, 5 more have been checked intermittently, and direct sales touching half the total Florida cattle sold, are now also reported. More are planned. In the aggregate, the number of points covered from 1946 to 1958 has increased from 10 to 52. It is difficult to excel an unsurpassed record, however we have labored for that accomplishment.

The foregoing illustration points up only one of the Bureau's major lines of endeavor. In the same latter twelve-year period in this market news project, New York cut-flower quotes have been added. The daily lime-avocado-mango reports were initiated and have been continued and enlarged. Bulletin 57/58-4 dated July 1, 1957, Avocado Administrative Committee, carried this notice:

As a reminder to those who have formerly received the FEDERAL-STATE MARKET NEWS SERVICE DAILY MARKET REPORT FOR AVOCADOS, LIMES AND MANGOES but have let their "subscription" lapse, and as information to those not familiar with this publication, we wish to call your attention to the availability of this service. This report, issued daily from the Jacksonville office of the Federal-State Market News Service, gives the terminal market quotations for each of these commodities in each of twenty-three market areas. It includes a report of daily truck shipments leaving the State, comments on the general condition of individual markets and includes individual weather reports. This report may be obtained free by writing to the Federal-State Market News Service, 505 W. Adams Street, Box 779, Jacksonville 1, Florida, and asking to have your name and address included on the mailing list for the avocados, limes and mangoes daily report.

A similar Bulletin 57/58-5 released by the Lime Administrative Committee was sent to all growers and handlers of limes produced in the State of Florida.

Market News Service for pecans has been developed.

The Federal-State leased wire has been extended to 6 State Farmers' Markets, and also to Tampa. The U.S.D. A. LW circuit, Washington to Bureau headquarters,

TWENTY-FIRST BIENNIAL REPORT

has been extended from seasonal to full twelve-months operation. Daily truck in-bound and outbound livestock passings have been recorded. Exemplifying with market news only, the rate of progress evidenced during my terms of office aggregating slightly more than one-fourth the span of years the Bureau has existed, may be appraised.

One other example is I trust pardonable: In 1946 the For Sale Want and Exchange Bulletin was sent to some 35,000; in 1958, the mailing list carries about 76,000 names. The Bulletin goes to every State in the Union, to Alaska, Canal Zone, Cuba, Hawaii, Philippines, Puerto Rico, and 24 foreign countries.

Our Annual Agricultural Statistical Summary condenses much of the data carried in daily reports during the previous two shipping seasons. The Annual Report in 1945-46 consisted of 85 pages. The Report for the 1956-57 season requires 182 pages in smaller type, or the equivalent of 250 pages type-for-type basis.

The necessary annual appropriation in 1957-58 being nearly three times that in 1946-47 further substantiates the expansion and development of the Bureau in that period. The Bureau headquarters offices, double in area that of 1946, are cramped. Seasonal or full-time field offices are maintained at Miami, Tampa, Pensacola, Pompano, Belle Glade, Plant City, Lakeland, Sanford, and Hastings.

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Summarizing the Bureau's activities for the current biennial period, mindful of the worthy efforts and creditable accomplishments of the Assistant Commissioner and the Bureau Marketing Specialists, and the splendid working force, such endeavors and results have been purposely contained within marketing boundary lines in due recognition of statutory authority and ethical procedure. The Bureau does not have on its staff a single crop estimator, county agent, home demonstration agent, entomologist, pathologist, veterinarian, apiculturist, vocational agricultural instructor, soil conservationist or forester working in those capacities. The department has not neglected its basic function of marketing service by straying off into the production field.

The center of agricultural production has migrated to southerly areas of the State: Large scale, commercial vegetable production for example. In dairy, poultry and livestock farming on the contrary, any shifting from South and Central to North and West Florida would be the exception rather than the rule. Agricultural production seems to have gained the most where also the population has increased the fastest.

The Florida State Marketing Bureau has supplemented its service all possible in the current biennial period in recognition of North and West Florida sections which have been somewhat neglected in receiving from all agencies an equal service with all state areas. Market news service for poultry and eggs has been extended to Panama City and Pensacola. Tallahassee and adjoining area service has been expanded. Livestock market news coverage extends from Jacksonville westward, including direct sales on Jacksonville market, and auction markets at Live Oak, Lake City, Madison, Monticello, Graceville, and Marianna.

FLORIDA STATE MARKETING BUREAU

The service is recognized in other States as the letter of Jan. 20, 1958, from the Michigan Department of Agriculture indicates:

"Your letter describing Florida's livestock auction reporting program and the material from Mr. Gaither was much appreciated.

"Florida is an old timer in the field. I haven't found a State that has been operating such a program for as many years as yours. This experience can be of real value to Michigan or any other state which is contemplating an auction reporting program.

"Cost is an important factor too. Your figures on this matter would be appreciated if you have them at hand."

The Quincy StateMarket has been added to the Federal-State leased wire circuit.

Federal Marketing Agreements are in effect in Florida for Citrus, Limes, Avocados, Cucumbers and Tomatoes. One of the fundamentals, indispensables, for their operation is the regular statistical, transportation, quotation information provided by the Federal-State Market News Service.

As farms and farmers become larger and fewer, increasing volume to decrease unit cost, areas of heaviest concentrated agricultural production have shifted from North to South Florida. Currently counties of heavy agricultural production produce more and more of the total, whereas the counties prominent a few years ago grow less. Like farmers - fewer and larger.

Accentuating the successful operation of the Bureau's market news project, the states of Wisconsin, Missouri, West Virginia and Michigan have in the last two-year period requested detailed information from Florida as a guide to initiating similar service in those States. Pennsylvania requested similar information for re-evaluating the Bureau in that State. Representatives from foreign countries have visited Bureau headquarters to study the Florida market news program. The most recent from France and Brazil.

Market news is not without great interest in Florida. Professor W. K. McPherson has brought the Senior Marketing and Economic Classes from the University of Florida to the Bureau offices on regular schedule for obtaining first-hand information as to coverage, markets and commodities, of the Federal-State system. Students have been assigned to attend livestock auctions and observe the methods of our reporters in collecting information.

Demands for additional coverage exceed our appropriation capacity to fully provide it. For example, the Florida Flower Growers industry has requested a Floral Market News Service, covering primarily gladiolus and chrysanthemums. The service for a \$30 million industry is very essential. We have provided limited service already, and conducted a sample pilot collection of transportation data for one season for administrative study of the proposed project.

The farmer who would be successful in modern agricultural marketing technique must be successfully informed. Official agencies charged with the responsibility

TWENTY-FIRST BIENNIAL REPORT

of serving him should above all be qualified by practical, specialized experience to keep producers posted as to the marketing situation. Perhaps under the present operation of marketing facilities and principles, the private and State Farmers Markets, conducting and closing actual transactions would be the least required of all assistance. If the Marketing Specialists of the Bureau engaged in the direct handling of every agricultural product in the State, such service would not be as helpful to producers as keeping them continuously, adequately, punctually and accurately informed as to marketing conditions, distribution procedures and market values in both local and outside centers. The better part of official marketing assistance today is providing the grower-shipper with complete marketing information. Consistent with such policy, the theme of Bureau service, "telling 'em, showing 'em, informing'em is repetitiously evident in the performance reports of our Specialists.

In the current biennial period 1956-58, as outlined in the individual summaries of the Marketing Specialists, the Bureau has added the livestock auctions at Lake City, Orlando, Sarasota and Tampa to our market coverage. Miami direct sales slaughter and feeder stocker-range or ranch sales have been arranged in the current period. We have also placed full-time poultry-egg reporters in Miami and Pensacola. The egg-market reporting has been extended to include the Ft. Myers-West Coast area, the Panama City section, and the West Palm Beach market. Quotes from cities covered are wired to Bureau offices Tuesdays and Fridays to include current-day's information in the semi-weekly Poultry and Egg Report released from Bureau headquarters. More detail will be given in the reviews by Marketing Specialists which follow.

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FLORIDA STATE MARKETING BUREAU

MARKETING ACTIVITIES OF THE ASSISTANT COMMISSIONER

1. Assisted in extending Market News for Poultry and Eggs to Fort Myers, Panama City, Pensacola, and West Palm Beach. The State and County Poultry Associations as well as the Farm Bureau and the State Agricultural Council supported our efforts. The Interim Committee of the Legislature, studying poultry problems, recommended that additional funds be provided the Market Bureau for employing a full-time Poultry Products Market News reporter for quoting the Pensacola market. The Legislature of 1957 provided the necessary funds.
2. Attended meetings of the Poultry Interim Legislative Committee held in Gainesville and Tallahassee and furnished information on market problems under consideration. At the Tallahassee meeting it was decided to ask the Legislature of 1957 to create an Egg Commission, to promote the consumption of Florida eggs by advertising Florida eggs to Florida consumers, and to assist poultrymen and dealers in improving their market practices and providing superior product. The Interim Committee at its Tallahassee meeting conferred with Commissioner of Agriculture Mayo and secured funds for the Bureau to employ a full-time Market News reporter for Miami.
3. Was appointed one of the eight Commissioners on the Florida Egg Commission by the Governor, to put into operation the newly created Egg Commission. Acted as Manager, at the request of the other seven Commissioners, for a period of 60 days, and assisted in developing a plan of operation for the Commission. As soon as a Manager could be selected and employed, gave up the position of Manager.
4. Attended 4 meetings of the State Poultry Association, 20 meetings of County Associations and 6 meetings of Board of Directors of the State Poultry Association.
5. Spoke at two annual meetings of the Hernando Egg Producers Association, attended by five or six hundred patrons and their families.
6. Worked with other marketing associations located in Pinellas, Orange, Gadsden, Okaloosa and Alachua Counties.
7. Attended two State Farm Bureau Conventions and several County Bureau meetings.
8. Advised with State and local dairy Associations; results of this work was a request by the organized dairymen of Florida to the Commissioner of Agriculture and the Commissioner of the Marketing Bureau to employ a full-time Dairy Marketing Specialist. This request was recognized by the 1957 session of the Legislature and a Dairy Marketing Specialist has been added to the Bureau force.
9. Attended and took part in two State Poultry Institutes at Camp McQuarrie. Spoke at 10 County Poultry Associations and was honored by the State Association with a life membership in the State Poultry Producers Association.
10. Received a Merit Award by the Florida Department of Agriculture for 28 years of distinguished leadership in marketing in Florida.
11. Was invited to take part in two State Conventions of the FFA, and worked with the State officials at Fairs and Shows in various sections of the State.

TWENTY-FIRST BIENNIAL REPORT

12. Served on a committee with two other members of the staff of the Florida Department of Agriculture who administer funds provided by the Commissioner of Agriculture to promote 4H club work and FFA club work and aid Fairs, Shows and Expositions to promote Florida agriculture.
13. Have served as Judge at the Florida Baby Chick and Poultry Show the last two years and also judged at a number of district and county Egg Shows. Attended two State Conventions of the State Dairy Association.
14. Assisted in promoting "Egg Months" for the past two years in connection with the Poultry and Egg National Board. In March 1958 assisted this Board award the Degree of "Good Egg" to the Governor of Florida and the Director of Extension. Appeared on several Radio Programs and on two TV Shows. Prepared several editorials for the For Sale Want and Exchange Bulletin, several for the "Florida Poultryman", one for the "Southeastern Poultryman" published in Richmond, Virginia, and one for the "National Egg Weekly" published in Vineland, New Jersey.
15. Represented Florida at two meetings of the Atlantic Division of Marketing Officials and also represented Florida at two National meetings of Marketing Officials; at the 1957 meeting held in Lexington, Ky., was elected President for 1958. The Nominating Committee was composed of officials from Indiana, Ohio, Maine, New Jersey and New Mexico. My impression is that all people of other sections of the USA would love to move to Florida.
16. Attended the National Marketing Work Shop held in Memphis, Tenn., in the fall of 1957, conducted by the Agricultural Marketing Service of U.S.D.A. and Divisions of Markets of the various States. Guyton Williams and I consulted with Mr. Layton G. Foster, who is Liaison Officer of R.M.A. and State Departments of Agriculture, and arranged for Matching Funds for the Egg Commission. Object - to promote better marketing of poultry products and inform the consumers of the good qualities of eggs in the diet, to try to increase consumption.
17. Served as Federal-State Supervisor for Government grading work in Florida covering poultry and dairy products. Many dealers are able to sell eggs and poultry to Latin American dealers as this service provides a system of inspection for grades of these products and on them issues a Federal-State Certificate covering the lot, which certificate gives the quality and weight of the product being exported. It also helps settle disputes between local dealers as to quality of products being shipped or received. In the two years Jan. 1, 1956-Dec. 31, 1957, supervised the grading of 26,220,300 dozen eggs, 69,370 lbs. of frozen eggs, and 429,304 lbs. of poultry, most of which was fryers. In addition, graded 354,854 lbs. of turkeys, 5,832 lbs. of butter and 31,734 lbs. of cheese.
18. Served on the Agricultural and Conservation Committee of the Kiwanis Club two years and as Chairman one year.
19. Assisted in conducting two training schools for State and Federal-State poultry product graders.
20. Worked with many County Agents and 4H Club leaders in planning Shows and Exhibits, and organizing poultry associations. There are 22 County Poultry Associations active in the State federated into the State Association.

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21. Wrote several thousand letters to people wishing information about poultry raising in Florida, and revised a poultry bulletin for the Florida Department of Agriculture.
22. Worked with the Egg Commission and aided in securing the services of the Poultry and Egg National Board to promote the Florida poultry industry by furnishing bulletins, pamphlets and leaflets on educational and informative subjects.

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LIVESTOCK MARKET NEWS SERVICE

The Federal-State Livestock Market News Service is cooperative between the Bureau and the USDA, Agricultural Marketing Service, Livestock Office in Thomasville, Ga.

Briefly, this Service continuously collects livestock sales information on an official and impartial basis over the entire State, assembles and combines it into daily releases to news-disseminating agencies and mails summary reports to the trade at the end of each week. The State Marketing Bureau does most of the reporting, the USDA office assembles and relays the information to the trade.

In the past two years this reporting has expanded steadily and continues to, in that published reports are including information on an increasingly larger proportion of total livestock numbers sold in the State each week. Also, more and more activities not strictly "livestock market news" are being enveloped.

Most routine duties and activities of the livestock market news specialists are listed in the Twentieth Biennial Report for the period July 1954-June 1956, and are abbreviated in this to avoid repetition. These could be summarized simply by stating that our efforts have been and are continuously toward more orderly and efficient marketing of Florida cattle and hogs, coordinated with more widely disseminated, accurate, complete, and timely reports on livestock sales numbers, demand, prices and trends.

Two additional reporters and one replacement were added to the Bureau staff in this two-year period (bringing the total to five). This enabled four new auctions to be added to the reported list (Tampa, Orlando, Sarasota, Lake City), and greatly expanded reports on sales of higher grade fed cattle going direct from producer to slaughterer (non-auction), in the Miami and Central Florida areas especially. In addition, reports are including more and more direct country sales of stocker cattle - those moving from one ranch to another or to order buyers, many of which are shipping large numbers of cattle out-of-state.

Thus, comprehensive sales information on every important market outlet for Florida cattle, whether auction, direct to packer or direct to other farmers or dealers, is now being collected and published in Florida livestock reports. Very possibly prices on 50 percent or more of all the cattle sold in the State are actually reported and relayed back to the trade each week. A comparison of Florida's livestock market news system with that of any other southern state, or any state, would be interesting and gratifying to Florida interests. Several other states are now studying Florida's system as a guide to market reports on their own sales.

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Activities of reporters that have been practically absorbed as routine, in addition to specific Market reporting, include:

Correlation live vs. carcass cattle grading, to check accuracy and consistency in estimating carcass grade on live animals (grades are necessary for Market reporting) - educational grading on ranches or demonstrations - grading and sorting for shows and sales - grading on ranches for Production-Testing work by the University of Florida and Extension Service - - some judging of livestock at shows, fairs - supplying reliable unbiased information, example: early estimates (later substantiated) of cattle deaths in the winter of 1957-1958 to Washington officials, national associations and concerns.

Some specific individual activities in 1956-1958 of the Livestock Market News Specialists were:

LIVESTOCK MARKET NEWS SPECIALIST IN CHARGE BUREAU HEADQUARTERS OFFICES

1. Supervised and helped train four state reporters. Helped acquaint Federal livestock personnel with Florida conditions and reporting system.
2. Handled most Bureau correspondence concerning livestock market news and livestock statistics, not only for Florida livestock but national livestock as well. Furnished voluminous information to all interests of the livestock trade - to meat packers, buyers, auctions, producers, ranch managers, USDA Statisticians, Agricultural Consultants, Research workers, Claim Agents, Treasury Agents, Veterinarians, students at all grade levels, University and Extension Personnel, writers, magazine editors, newspapers, Chambers of Commerce, potential out-of-state buyers, potential citizens, departments of agriculture in other states, etc.
3. Wrote several editorials for the Bureau's "For Sale, Want & Exchange Bulletin", two of which created especial interest (one on Florida's cattle quality, the other on Feeder Calf Sales). Several other articles in Bulletin, including statistics, rewrites of research results or analysis studies; also responsible for an article by Florida Cattlemen's Association President J. O. Pearce, Jr., concerning screwworm and tick eradication (which was rerun in a subsequent Georgia Market Bulletin); notices of livestock association-sponsored sales, etc. Started publishing as regular monthly feature, monthly cattle prices by grades, month-ago and year-ago comparisons.
4. Wrote several articles for "Florida Cattlemen" magazine.
5. Assembled livestock section of each "Annual Report".
6. Furnished most statistics, national and state, for revised "Beef Cattle in Florida" and "Hog Production in Florida", Florida State Department of Agriculture bulletins (by L. H. Lewis and Dr. T. J. Cunha).
7. Served two years on livestock panel at University of Florida Herdsmen's Short Course, once as Moderator for cattle grading panel, again as

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panel member in discussions of feeder calf sales. Largely responsible for securing main speaker from Virginia. Bulletin article on Florida Feeder Calf Sales used as basis for opening panel discussion. Also worked up analysis of Florida feeder sales to compare with Virginia's.

8. Met with Swine Producers Association in Gainesville to explore possibilities of premium prices for meat type hogs.

9. Helped sort cattle at four Hereford and Angus feeder stocker sales in Gainesville and graded cattle for sifting at two Southeastern Fat Stock Shows and Sales, Ocala. Grading demonstration at Bradford County Fair. Talked to Central Florida Cattlemen's Association on Florida cattle quality.

10. Participated in and helped prepare television movie short "Cattle Marketing in Florida", helped initiate telephoned Florida cattle market reports to TV stations in Tampa.

11. Reported to Florida State Cattlemen's Association on current (June, 1958) status of Florida cattle market coverage, commending packers for their cooperation.

12. Spent several hours each week reporting the Gainesville and Ocala auction sales and assembling livestock statistics (market numbers, prices, weights, interstate shipments, keeping USDA statistical records current, etc.) Much time is also devoted to improved livestock grades and market reports.

LIVESTOCK MARKET NEWS SPECIALIST, BELLE GLADE AREA

1. Collect direct cattle sales information in the field, in addition to covering the Belle Glade and Okeechobee cattle markets regularly each week, and Kissimmee occasionally.

2. Spend one day each week regularly in collecting direct sales data on slaughter cattle from six Miami packing plants, and in correlation grading.

3. Give widespread assistance to ranchers, livestock markets, and packers in South Florida in getting cattle from ranch to market and packer with attempted minimum bruising and toward more efficient marketing. Regularly help cattlemen sort consignments at Belle Glade and Okeechobee markets.

4. Assisted grading calves for production gain testing on ranches.

5. Assisted in grading experimental steers at Everglades Experiment Station.

6. Considerable price and weight tabulations on markets covered are done each week.

7. Judged beef cattle at West Palm Beach Fair.

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8. Assisted with Steer Show and Sale at Bartow.
9. Judged Horse Show at Bartow Fair.
10. Judged horses at Umatilla for Annual Florida Horsemen's 100 mile Endurance Ride.
11. Helped make survey of cattle death losses in South Florida in the winter of 1957-1958.
12. Spend about one day each month in comparing live grading with other reporters.
13. Disseminate current local and national livestock market news information.
14. Made a talk to Vocational Advisory Council on beef cattle projects, and have given assistance to County Agents and Vocational Agricultural Teachers and boys with beef cattle projects.

LIVESTOCK MARKET NEWS SPECIALIST, NORTHWEST FLORIDA AREAS

1. Reported Tallahassee Poultry & Egg Market July 1957-January 1958. Assisted producers with marketing.
2. Regularly report the Graceville, Marianna, Live Oak, and Lake City cattle and hog weekly auction sales.
3. Tabulate prices on auctions covered.
4. Tabulate numbers of cattle moving interstate from markets in West Florida.
5. Contact buyers and sellers in effort to bring them together on cattle ready or soon ready for sale.
6. Concentrated efforts at disseminating official and reliable market information.
7. Attempt to encourage production of meat-type hogs (rather than fat type now produced).
8. Helped grade cattle in Production-testing work on two ranches near Tallahassee.
9. Help producers with any marketing problem where possible.
10. Collect information from auctions not officially reported, and direct sales buying stations.
11. Correlated grading of cattle at North Florida and Glades Experiment Stations - comparing live grade with USDA carcass grade to improve grading accuracy.

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12. Attended educational group meetings on livestock, and contacted livestock personnel at State Experiment Stations.

13. Assisted with Purebred Hog Show & Sale, Madison.

LIVESTOCK MARKET NEWS SPECIALIST, WAUCHULA AREA

1. Regularly report the Orlando, Sarasota, Arcadia and Wauchula cattle auctions each week, tabulating prices and weights on each.
2. Make several contacts daily for private sale information, out of state movements, and conditions of cattle and pastures. Helped make survey of cattle deaths in South Florida in winter of 1957-1958.
3. Graded calves and heifers on four ranches for production testing.
4. Graded several groups of steers to go in feed lots.
5. Graded cattle on private ranches.
6. Helped train three state reporters.
7. Correlated live grading with USDA carcass grades, for check on live grading.
8. Attended Cattlemen's Institute.

LIVESTOCK, FRUIT AND VEGETABLE MARKET NEWS SPECIALIST, TAMPA AREA

The present specialist began services with the Bureau in January 1958, as a replacement for Mr. F. L. Lothamer who was retiring.

This reporter reports the Tampa, Lakeland and Kissimmee livestock markets each week the year round. One day each week is devoted to gathering direct (non-auction) cattle sales information from meat packers within a 75 mile radius of Tampa and local ranchers. Another important part of the weekly schedule is the making up of special tabulations for the Jacksonville headquarters office.

Daily contact is made with fruit and vegetable dealers at the Wholesale Produce Market in the early morning hours to determine price and quantity. There are numerous individual stands at the market of which this reporter contacts a good cross-section in obtaining the market information. This information is then compiled into a report and dispersed to the following: local T.V. and radio stations, two local newspapers (Tampa Tribune and St. Petersburg Times), the Federal Office in Plant City and the Bureau office in Jacksonville. This report is used quite extensively by producers and consumers in the Tampa area, and is very helpful to producers in determining the approximate value of their products.

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Extra activities include the following:

1. Live-graded cattle at the Agricultural Experiment Station at Belle Glade.
2. Attended Herdsmen's Short Course at the University of Florida at Gainesville.
3. Instrumental in obtaining one of the largest meat packers in the State as a weekly source of direct sales information.
4. Helped in survey of cattle deaths in late winter 1957.

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FRUIT AND VEGETABLE ACTIVITIES MARKET NEWS SPECIALIST - BUREAU HEADQUARTERS OFFICE

Following are comments from an article I prepared for the Bureau's For Sale, Want, and Exchange Bulletin which expresses somewhat the scope involved in state-wide Fruit and Vegetable Market News work.

"Market News for fruits and vegetables is an information service which acts as a barometer for the daily market trends. Trading prices and the supplies throughout the United States are the very basis of the reports. Generally, the reports you see or hear are the synthesis of a host of factors that have culminated in action at one point of the marketing system. The fairness of any agreement or price depends on things too numerous to list here, but it seems evident that if competition and pricing are to be effective and fair, buyers and sellers must have equal access to full information on factors that influence the market . . .

"In 1911-12, Florida shipments of fresh fruits and vegetables totaled some 40,000 carlot equivalents, thereby establishing this State as a fledgling winter producing area. With both shipments and need for marketing information increasing rapidly, the Florida legislature of 1917 established the Florida State Marketing Bureau, four years after the Federal Bureau of Markets was created. By the early 1920's fruit and vegetable shipments from the State had grown to over 100,000 carlot equivalents and the State had launched into shipping point market reporting.

"The first field station Market News office was created for celery at Sanford, operating from January 22 - April 19, 1923. The next was operated May 28 - June 14, 1923 at Ocala for cucumbers, tomatoes and watermelons. An office was opened at Orlando for citrus, running from January 16 to April 30, 1924. A field station was conducted April 14 - May 20, 1924 at Hastings for potatoes. The 1927-28 season showed the first Market News station opened covering Okeechobee and the Lower East Coast section, and this was located at Belle Glade - Chosen. The first West Coast office reporting on truck crops was at Plant City from February to April 1927.

"From a modest beginning in 1917 and through Federal-State Market News agreements the service has grown toward the present operation of seven Market News field offices. These offices cover the trading in 17 vegetable producing areas and the state-wide marketing of both citrus and watermelons

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"The location of field stations and the items reported by them are subject to change now as in the past as shifts occur in acreages between production areas, producing seasons lengthen and the importance of commodities increases or decreases."

The Bureau field Market News program, which is carried on jointly by Commissioner Rhodes and the USDA - AMS, has done much to fill an information gap through the collection and dissemination of supply, demand and price data so that all interested persons can keep abreast of the trading activities.

The State reporters cover the wholesale markets in Jacksonville, Miami and Tampa. The writer collects the fruit and vegetable price information in Jacksonville each day.

In an article the writer is preparing for the For Sale, Want and Exchange Bulletin the following comments are made concerning the marketing of fresh fruits and vegetables in Jacksonville:

"Jacksonville fresh fruit and vegetable distributive outlets market some 15,750 carlot equivalents of produce annually

"There are some 1,600,000 persons in the Jacksonville distributive area. Of this overall population, only about a total of 1,250,000 consumers indirectly depend on the local wholesale houses and chains for their supply of fresh produce. This figure fluctuates between 1,000,000 to 1,600,000 a year

"In the winter and spring, November through June, South Georgia buyers come to the Jacksonville market, while the quantity purchased by the Central Florida traders drops off. During the summer and early fall, July through October, a number of the South Georgia buyers go to Atlanta and the number of Central Florida traders increases here The changing seasonal production pattern of the Southeast has a definite effect on the trading here with respect to out-of-town buyers."

Articles of this type are educational. Also, the trade appreciates the special interest shown by the Bureau in their activities and problems through such a write-up.

In the general service field the Fruit and Vegetable Specialist covers these categories.

The Annual Agricultural Statistical Summary which is edited by the writer is an 180-page publication. The Summary gives the writer a working knowledge of all phases of the State's agricultural economy and data that exist. The acknowledgment page lists the many State and Federal agencies and trade associations the Bureau cooperates with and serves, and appreciatively credits their assistance in the preparation of our Annual Agricultural Statistical Summary. To quote:

"The Bureau staff - technical, clerical and mailing room personnel - has been most cooperative in preparing this lengthy and tedious summary throughout the summer and fall months.

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"Some of the tabulations in this report were expressly prepared for us by people in the various organizations listed below. Some were contributed for use before the individual agency released them in its own publications, other tables were duplicated from worthwhile agricultural reports. We are grateful for the assistance given us by the Florida Fruit and Vegetable Association; Florida Citrus Exchange; Florida Cannery Association; Federal-State Market News Service; Research Department of the Florida State Chamber of Commerce; Statistical Department of the Florida State Citrus Inspection Service; Federal-State Vegetable Inspection Service; Florida State Plant Board; Florida Poultry-Egg Inspection Service; USDA Fruit and Vegetable Branch - Transportation Section; USDA Tobacco Market News Service; USDA - Florida Agricultural Stabilization and Conservation Committee; USDA - Crop Reporting Board, Washington; Fruit Growers Express; Florida Agricultural Experiment Stations and Extension Service; and other well informed sources.

"Special acknowledgment is extended to the USDA - Livestock and Crop Reporting Service in Orlando. This group has provided us a considerable quantity of timely and excellent statistical information.

"We wish to extend our cordial appreciation to Commissioner L. Neill Rhodes for his many helpful suggestions."

The Florida Flower Growers Association requested an outline of a Market News Service for flowers. A four-page letter on the subject was submitted to the Association for presentation to their members for study and future reference. Also, along the line of flower market news, an article was prepared on "Some Problems in Establishing Market News for the Flower Industry." This paper, which was co-authored jointly by Dr. Cecil N. Smith and myself, was presented to the Floricultural Section of the Florida Horticultural Society in November 1957.

From November 1 to June 30 we issue a 4-page daily Fruit and Vegetable bulletin from the Bureau main office. A one page Avocado-Lime-Mango report is released daily from June 15 through October 31. An extensive tabulation set-up is maintained on Florida truck passings of vegetables and non-citrus fruits. Mr. L. P. Hickman, in charge, Florida Road Guard Stations, has been most helpful and courteous in assisting with this task.

The Bureau added an automatic tape attachment to the office teletype in order to facilitate the increase in out-going market traffic.

The routine phone, wire and mail requests, as well as personal interviews were handled. Several field trips were made to visit industry members and agencies. Prepared several tabulations for the Florida Tomato Committee and the Florida Cucumber Committee, as well as rendering other special assistance on occasions to these groups. Attended the Florida Agricultural Outlook Committee Conference, trade association meetings such as the Florida Fruit and Vegetable Association and the Florida Flower Growers Association Conventions, and a technical conference on general Market News reporting. Prepared an occasional article for the Florida For Sale, Want and Exchange Bulletin. Handled routine and liaison contact with Federal-State Vegetable and Citrus field offices.

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Continued to report the Northeast Florida poultry and Jacksonville poultry and egg market when the Federal reporter visited other markets, took vacation or sick leave. In turn the Federal reporter, also experienced in Fruit and Vegetable Market News, relieved me when field trips were necessary and during my vacation leave.

Review of regular and exceptional activities would require space beyond the scope of this report to enumerate. Mentioning one example: Prepared for the Director of State Farmers' Markets an 80-page classified list of "Buyers and Destinations of Florida Vegetable Crops" which required about two years to compile.

To fulfill our objective, service, much is dependent on our cooperative and skilled assistants, - Miss Sara Wright, Mrs. Caryl Michael and Mrs. Jean Lord. They have been most helpful in the Bureau's Fruit and Vegetable work, and working behind the scenes deserve much credit for our accomplishments in this service.

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POULTRY AND DAIRY PRODUCT MARKET NEWS ACTIVITIES BY FEDERAL MARKET REPORTER - BUREAU HEADQUARTERS OFFICE

The preceding two-year period has been one of considerable interest in regards to Dairy & Poultry Market News Reporting. By merely following the Egg & Poultry industry to greater heights, there was no reason why anyone associated with the trade should not be closely familiar with the term "progress". Indicative of this tremendous headway is the June, 1958 report released by the Crop Reporting Service, Agricultural Marketing Service, USDA. It shows the number of layers on hand in Florida during May, 1958 as 3,198,000. This represents a gain of 15 percent above the 2,772,000 layers on hand a year ago, despite an overall 2 percent decline in the nation's laying flock.

Fully aware of the industry's needs, particularly of those in the field of marketing, the Federal-State Dairy & Poultry Market News Service has contributed both locally and state-wide. A number of local markets are reported daily and also published in a semi-weekly report. They are: (1) Live Poultry, (2) Eggs, (3) Northeast Florida Broilers & Fryers, and (4) Ready-to-cook Poultry. Throughout the fall and winter months, a seasonal Ready-to-cook Turkey market is covered. Pertinent information originating from out-of-state points is also included in the report. Information on the foregoing markets is collected, compiled, and then summarized for official reports with copies of such being mailed or delivered to disseminating agencies such as Radio, TV and press services.

In the capacity of providing assistance and guidance to state market news personnel located in nine key producing and consuming areas, the most recent being the West Palm Beach area, initiated May 26, 1958, visits to these offices are made to discuss matters relating to improve Market News Service coverage, un-cooperating respondents, changing marketing practices, etc. Approximately nine to ten meetings have been attended at which this representative is often called upon to discuss market news procedure and policies.

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Upon request of the State officials, assistance has been provided in preparing additional, re-assigned or replaced employees for market news positions. Furthermore, the incumbent is responsible for editing all reports originating from State offices which are included in the Semi-weekly Dairy & Poultry Market News Reports.

June 2, 1958, marked the initiation of a new, improved market news coverage of the Jacksonville egg market. Among the first of its kind in the nation, this volume-price reporting method includes not only price ranges but principally the percentage and volume which move at each reported price. It is hoped that state-wide adoption of this type of reporting will eventually be realized.

Flexibility in use of market news personnel is just one of the outstanding characteristics of a smoothly-operating organization such as that of the Florida State Marketing Bureau. Occasions have arisen whereby, for one reason or another, one is required to call upon a fellow worker to "stand-in". This relative ease at substitution has, without a doubt, developed a fruit and vegetable reporter out of a poultry and egg market news reporter and vice-versa.

As Federal and State cooperation has continued to manifest itself in exemplary fashion, it cannot be denied that the assistance so readily provided by officials and members of the Bureau has served to improve relations, no less, the Market News Service. To this department, I am greatly indebted.

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ACTIVITIES OF MARKETING SPECIALIST LIVESTOCK AND FIELD CROPS - STATEWIDE

Attended Tobacco Warehousemen Convention, Myrtle Beach, South Carolina, representing State Department of Agriculture and Florida State Marketing Bureau. Instrumental in helping set opening dates of Florida Tobacco Auctions.

Cooperated with State Department of Vocational Agriculture Education by:

1. Attending State Convention at Daytona Beach.
2. Assisted Department in carrying delegates to National Convention, Kansas City, Missouri.
3. Visited many Vocational Agricultural Departments discussing and assisting in marketing problems.

Cooperated with Extension Service County Agents by:

1. Attending State Convention at Gainesville.
2. Visiting with County Agents in the various counties, suggesting and assisting with marketing problems.

Cooperated with Florida State Cattlemens' Association by:

1. Attending all conventions.

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2. Writing articles for the For Sale, Want and Exchange Bulletin designed to promote beef sales: "Horse Power In a Beef Patty" and "The Skill of Correct Beef Buying."

3. Wrote music and words for song "Beef Steak Patter" designed to sell beef.

Cooperated with Florida State Rabbit Breeders Association by:

1. Attending their State Convention Meeting.

2. Writing article about rabbits creating interest in sales and general promotion of the industry.

Cooperated with the Florida State Forestry Department by writing articles for the Marketing Bulletin promoting the planting of pine trees in Florida, and the general love and respect for Florida Forests -- "A Tree is Born" and "Tree River".

Cooperated with the Florida State Swine Producers Association by working with Swine Show at Tampa State Fair and writing Bulletin article designed to improve the marketing qualities of pork: "Hog Dollars".

Cooperated with Florida State Nurserymen's Association by writing Bulletin article designed to encourage more home beautification and the sale of pecan trees -- "Pecan Tree In The Yard".

Cooperated with the Florida Federation of Fairs by attending some of the annual conventions and schools and by writing Bulletin article intended to encourage attendance at fairs: "Fair Time".

Worked with the watermelon growers of Florida by conducting melon acreage survey by counties and sending mimeographed copy to several hundred melon buyers; by organizing five counties into setting up special marketing facilities in their various communities to promote the sale of watermelons; by mailing mimeographed material to several hundred buyers and chain stores showing where and when watermelons would be available at Florida points; by sending all daily newspapers in the south, east and mid-west, and most radio stations in the same area material asking that they promote sale of watermelons as a public service; informed growers and shippers of Federal-State daily melon market mail and wire service available and was instrumental in getting them to obtain this service.

Compiled list of cattle feeders in Florida by counties, showing size of operation, and type of feeding done. Also compiled list of Florida Livestock Packers and Slaughterers showing name and address of firm and phone number; list of their buyers, addresses and phone numbers, average head cattle and hogs killed weekly, kind of cattle (fed cattle or culling cattle) killed weekly; percentage of cattle purchased on auction, straight sale and on grade and yield basis. Also prepared list of Florida Livestock Auction Markets, giving day of sale each week, name of manager and auctioneer.

These three lists were all compiled into one report and sent to Florida Cattle Feeders, Florida Livestock Packers and Slaughterers, and Florida Live-

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stock Auction Markets for market promotion of Florida Livestock. This master list covering all phases of Florida's Commercial Livestock Industry has met with favorable comment throughout the trade. It is used by associated industries such as the feed manufacturers, manufacturers of livestock drugs, antibiotics, etc.

Work has been started and most of material is in hand for compiling list of all purebred producers of Florida livestock, including cattle -- hogs -- horses -- ponies -- sheep -- goats and rabbits. This work will be published in bulletin form. The purpose of same is to promote sale of Florida Purebred Livestock interstate, intrastate and abroad. Copies of this bulletin will be made available to anyone concerned in the U. S. A. as well as to any foreign countries.

Have worked with Florida's Bee Keepers in attending their association meetings and aiding them in the sale of honey.

I have handled considerable correspondence for the State Department of Agriculture pertaining to Livestock and Field Crops.

Wrote two articles for the Florida Cattleman Magazine pertaining to Beef Cattle Sales.

In the absence of our Livestock Market Reporters, either through sickness or vacations, have filled in on market coverage for Belle Glade, Okeechobee, Wauchula, Arcadia, Kissimmee, Tampa, Lakeland, Gainesville, Live Oak, Madison, Monticello, Marianna, and Graceville markets.

Have worked closely in the field with University of Florida Agricultural Extension personnel, Agricultural County Agents, and Agricultural Vocational Teachers in correlating the work and services of the Florida State Marketing Bureau with the work of these various agricultural workers.

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ACTIVITIES OF MARKETING SPECIALIST POULTRY AND DAIRY PRODUCTS - STATEWIDE

My work with the Florida State Marketing Bureau can be divided into several phases. (1) Working with producers in developing market outlets; (2) Gathering information and recording prices; (3) Writing articles and editorials; (4) Reporting and recording market prices and information; (5) Promoting the sale of all poultry and dairy products, and in this way cooperating with other agriculture agencies so dedicated. It is my sincere desire that such work shall serve its purpose and benefit Florida farmers who are seeking the best market for their products.

During the past two years I have contacted many poultrymen in the State. Generally the purpose of my visits is twofold. First, I try to explain our service and clear up any misunderstanding that may exist concerning the market reports. Second, if requested, I work with the farmer in securing a market for his products. In many instances I have been called upon by distributors to locate supplies of eggs. This I have been most happy to do and have fulfilled every request with one exception.

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A historical record of poultry and egg prices has been kept current in our office for many years. Last year the responsibility of keeping these records was assigned to me. It may be added, however, that the prices, charts and graphs are the work of our entire staff of market news reporters, plus the added assistance of clerical help in the main office. Surprisingly enough these yearly summaries are used in many ways, from guides in future production to settling claims. Numerous times we have been called upon for information which was to be used in adjusting differences between buyer and seller. Most of the requests were for figures over a year old.

Approximately twelve weeks of my time were given directly to market news reporting. Vacation allowances, or sickness required substitute coverage of several markets during the year. It is my duty to cooperate with other members of the department and keep these offices functioning during the absence of the regular reporters. When reporting the prices on small markets that generally require the services of a part-time reporter I have used the additional time available to an advantage and studied the market conditions and visited among producers in the areas. However, at times it has been necessary for me to use the extra time to complete work brought along from the main office.

The "For Sale, Want and Exchange Bulletin", is an important service of our department. It furnishes a media for us to reach the homes of nearly all the farmers in Florida. During the current biennial period I have prepared three editorials for the Bulletin. An effort was made to make the articles interesting and informative. In "Marketing Food Products" I endeavored to pass on to the Florida poultrymen a few basic facts to consider in marketing eggs and poultry. Problems were discussed and proven marketing practices were presented to overcome such handicaps. These tricks of the trade, or just plain principles of selling, were not altogether ideas of the writer but rather general information gathered from field work in the State.

Another article "Better Program for Better Quality" was well received by the industry. Here an effort was made to emphasize the fact that the accomplishments and progress made by the industry has in reality been passed on to the consumer in a higher quality product at a more reasonable price. Everyone is thus assured that Florida farmers are producing a wholesome and healthful product that any housewife should be happy to have adorn her dinner table. It is felt that such data will encourage the sale of Florida poultry products by calling to housewife attention how diligently the Poultry Industry is working to improve its products.

Writing an editorial for the Florida Poultry Magazine each month has been another of my duties. Though it is not a delegated job of the department I feel that it is a very worthwhile chore. These articles have done much to clarify our market reports and to keep the farmers abreast with the latest in marketing. Before preparation of each article the personnel in our office is contacted for comments, facts and figures as to movement and prices of eggs and poultry. Additional research is made in our library and among our files seeking out information that will be most valuable to commercial poultrymen. The results of our study of the operations of the poultry and egg establishments, egg handling methods and market costs have been inserted in the articles.

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Very favorable comments and letters have been received from members of the industry concerning the editorials. The article in the April issue of the Florida Poultryman, emphasizing the importance of carton prices as compared to "loose quotations", seemed to be well received by the trade. It brought to the poultrymen's attention the disadvantages of basing contracts on "loose quotations". One month my column "Marketing Notes" carried a report or thesis on advertising and merchandising eggs. I was quite elated when the article was given first "billing" in the magazine and given lengthy editorial comment by the editor as to the merits and value of the story. I feel humbly grateful for this recognition. Writing is not one of my talents but rather a task to perform.

Educational work assigned to me this year has included participation in several schools for poultrymen. I am very glad to cooperate with the County Agents and other sponsors of these short courses. Each school generally sets aside one night for considering marketing information. Also each local poultry association develops one of its night meetings to marketing problems. I have participated in twenty-six of their programs. Subjects for such producer meetings included Marketing Eggs, Market News Reports, Candling and Grading Eggs, Maintaining Quality of Eggs, a Quality Program for Florida Farmers and Displaying Eggs.

It has been a pleasure for me to cooperate with Julian Moore and Lester Kalch of the Extension Service, in judging the Poultry Shows over the State. Poultry Shows require extensive work in order for them to be successful. We were glad to cooperate with other agencies in sponsoring these shows. Generally it has been our task to help with the judging of eggs. The Annual Baby Chick and Egg Show, and the Florida State Poultry Show at Orlando, and the North Florida Fair at Tallahassee are the three main shows I have helped with each year. Local contests included judging exhibits each year at Callahan, Chipley, Gainesville, DeFuniak Springs, Dade City, Orlando, Jacksonville and Ocala. These shows and exhibits are not only a great teaching aid on production and quality control, but they also serve to keep our products before thousands of fair-goers.

We have worked diligently with other agencies in helping the Poultry Industry develop a program of service for the Egg Commission. Assistant Commissioner Risher is a member of the Commission and we have been very glad to furnish information needed and requested. Though certainly my help has been of minor importance I have given radio programs, furnished news articles and appeared on television in promoting the sale of Florida eggs and poultry products. I also did some foot work for the Commission in portraying the "Glen Reeves" Show. Attended all of the meetings of the Egg Commission in Tampa with one exception.

I am deeply indebted to Mr. Rhodes, Commissioner of the Bureau, for permitting me to attend the Southeastern Poultry and Egg School in Starkville, Mississippi. At the school I was thoroughly drilled in the very latest methods used in grading and candling eggs. The staff was composed of top notch personnel and leaders of the Poultry Industry in the United States, including representatives of both the U.S.D.A. Agricultural Marketing Service and P.E.N.B. This year I was invited to serve as a member of the staff of a similar school which will be held in Raleigh, North Carolina. I shall represent our department and Florida to the best of my ability.

FLORIDA STATE MARKETING BUREAU

In February I attended the National Workshop on Agricultural Marketing in Memphis, Tennessee. The workshop was sponsored by the United States Department of Agriculture and included outstanding Market Specialists from the National Office, State Departments and leading Universities. At this meeting Mr. Risher and I met with Mr. Layton Foster, Director of Matching Funds of the United States Agricultural Marketing Service. We presented for approval the proposed marketing program of the Egg Commission, this being necessary to qualify for the matching funds. Later we had an interview with Mr. Holloway, an assistant to Mr. Foster. Finally, a program satisfactory to the Egg Commission, and at the same time complying with the Federal regulations, was temporarily approved.

I have cooperated with other agencies in promoting agriculture in Florida. This included attending meetings and conferences of the following and participating in their programs.

1. Extension Service, annual conference.
2. Conference of Vocational Agriculture Teachers.
3. F. F. A. State Convention at Daytona Beach.
4. 4-H Club Short Course at Gainesville.
5. State Poultry Meetings at Tampa, and Camp McQuarrie.
6. 4-H Club Demonstrations at Marianna.
7. State Poultry Meetings at Gainesville.
8. Farm Bureau (annual).

In the past two years I have made numerous talks to local poultry clubs over the State. In speaking to the groups I tried to inform the members of improved practices as applied to merchandising eggs. I also included information as to the latest market trends and factors influencing prices. I cooperated with Mr. Joe Doris, Federal-State Market News Reporter, Mr. Rhodes and other officials in the establishment of market news work in Panama City, Pensacola, West Palm Beach and Fort Myers. Since we have so many people going in and out of the poultry business it seems that it is necessary for someone to appear before groups and explain market news reporting. When neither Mr. Doris nor Mr. Risher were available to participate in the discussion, I represented the Bureau.

In April of this year I began an intensive study of the operation of several candling rooms in the State. The purpose of the work was to determine the value of Florida eggs as compared to shipped, also to secure the following: (1) Weekly and yearly average prices paid for shipped and Florida eggs; (2) Percent grade loss of each by lots (months high and low); (3) Cost of grading and candling; (4) Hauling cost; (5) Volume by weeks; (6) Retail store markup; and (7) finally -- Comparing the in-shipments and local products as to cost based on quality and grade turnout. Many companies will not disclose such figures but others are very cooperative. We were really surprised to discover that many of the companies have never made an analysis of their egg-room records in actually

TWENTY-FIRST BIENNIAL REPORT

comparing the final carton cost of the two products. We were successful in coming up with some very interesting figures that should open the eyes of any businessman and encourage wider sale of Florida eggs.

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ACTIVITIES OF MARKETING SPECIALIST DAIRY PRODUCTS AND MARKET NEWS - STATEWIDE

My duties as Market News and Dairy Specialist in West Florida covered a broad field of activities. During the first year of this biennium I covered the Marianna and Graceville livestock markets regularly, and Live Oak periodically. Also quoted the Tallahassee poultry and egg market daily. In addition to these regular activities helped promote and judge Leon County Annual 4-H Dairy Show. Judged Gadsden County Dairy Show. Helped write fair book for Panama City Fair. Served on planning committee, screening committee and also acted as one of the judges for the West Florida Dairy Show at Chipley. Assisted in coaching Leon County's Dairy Judging Team. Accompanied this team to Orlando to Annual State 4-H Dairy Show. Also acted as one of the judges of this show. Spoke to Kiwanas Club in Crestview. Also spoke to Senior Sociology Class at Florida State University. Represented Marketing Bureau at Annual Convention of Florida Dairy Association.

Helped promote annual purebred sales of both Guernsey and Jersey Cattle Clubs, acted as clerk for both sales.

Resulting from petitions from the Dairy Industry the position as Dairy Specialist for the Marketing Bureau was created, effective June 1, 1957. I accepted this job and after training my replacement in Tallahassee, began in my present capacity August 1, 1957.

The Florida Milk Commission, which to a large extent controls the industry in this State, has recently been reorganized. The new Commission has attempted a complete study of the entire dairy industry and has made some new rulings which have brought about some radical changes in the industry. Change generally brings confusion and tension, and this has been no exception. Florida's Dairy Industry is vital not only to the welfare of its population but due to the State's terrific growth also plays an important role economically. However, production problems and marketing problems vary greatly from one area to another. Only by understanding these different conditions can this office render the most effective service. With this in mind I have attempted to meet with every representative dairy group in the State to discuss and become acquainted with its marketing problems. I have made a study of milk control in other states and other areas in order to be better able to advise on our own numerous and perplexing problems.

I have sat in on Milk Commission hearings and served in an advisory capacity when asked.

Was instrumental in getting official reports mailed to all county agents and agricultural leaders throughout the State so that producers would have better access to this information.

FLORIDA STATE MARKETING BUREAU

Also helped organize the North and West Dairy Farmers Association. Assisted dairy groups in working up production cost studies for presentation to Milk Commission. Served on planning committee for the Annual Dairy Field Day at the University of Florida. Have written articles concerning the industry for the Exchange Bulletin, and arranged for "Dairy Calendar" to be carried in each issue. Have appeared on radio and television on panels to discuss dairying. Due to this being a new position and the dairy industry within the State being subjected to rapidly changing marketing conditions, a large amount of leg-work, much correspondence and many conferences have been necessary to become thoroughly acquainted with the many facets of this industry. Also that dairymen over the entire State may know my services are available to them. In this short, busy period it has been impossible to collect all statistics under consideration. Data most urgently requested will receive first attention. It is my belief that more factual information is a necessity for this vital industry. It is my hope and intention to make gathering and disseminating marketing information a major objective of my work as time and conditions permit.

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TAMPA MARKET NEWS POULTRY AND EGGS

The writer became associated with the Florida State Marketing Bureau on July 1, 1957. Under the very capable instruction of J. M. Doris, Federal-State Market Reporter, I learned the basic principles of Market News Service and how to apply practical poultry experience to the field of reporting, during an intensive training period at Bureau Offices in Jacksonville. "On the job" training and supervision by Frank Risher, Assistant Commissioner, J. M. Doris and Guyton Williams has continued thruout the year. They have at all times been most helpful and cooperative.

Following the aforesaid training period the writer was assigned to Pensacola as Poultry and Egg reporter. The first Market was released in mid-August. Eugene Harper, who has established an excellent record, will tell the Pensacola story but my report would be incomplete without mention of the warm welcome and fine cooperation extended to both the Bureau and the writer by all segments of the industry in the Pensacola area.

On September 16, 1957 the writer was transferred to the Tampa office where he has since reported the Poultry and Egg Market. Conditions vary - each Market is unique in its way and so Tampa poultry and egg markets differ from others in many respects. However, methods and procedures used to determine the market do not vary, and the Tampa markets are reported under the same rules, regulations and directives as outlined by the Bureau for all markets. Previous Biennial reports have described these procedures in detail. Briefly, some 20-30 dealers and retail buyers are contacted by telephone each morning. Selling prices are obtained from dealers and buyers are contacted for confirmation. The number of calls vary from day to day but always a sufficient number are completed to properly evaluate and determine the market. This reporter's phone is "hot" each morning from 8 A.M. until just prior to release time at 11 A.M. Additional information is obtained thru personal contact. Each afternoon finds this reporter in the field checking inventories and invoices and discussing market trends and conditions with dealers, retailers and producers. Much valuable market news information, otherwise unobtainable, is picked up thru such personal contact.

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Ten copies of the market report are distributed daily to Wire Services, Press, T.V. and Radio Stations. Two radio stations **pick up** the daily report via telephone for dissemination on their noon day broadcasts. When price changes occur, 15 collect telegrams and several collect phone calls are sent out at the request of out-of-town dealers. Bureau headquarters and the Miami office are immediately notified of price changes.

Services indirectly connected with market reporting are numerous and varied, some of which are:

Each Friday receipts and inventories are tabulated. These data, together with a resume of the prevailing Egg Market situation, are published weekly in the Tampa Sunday Tribune. Comments relative to this service indicate a widespread interest.

Poultry Association meetings in the five county area contributing to the Tampa Market are attended regularly, and on several occasions the reporter has addressed groups on the subject of market reporting.

During the year meetings have been held with dealers and wholesalers to discuss and help solve their mutual problems. Thru cooperation with dealers the Tampa Bureau office has been instrumental in adjusting irregular inventories, thus relieving congested stocks.

A high level of mutual cooperation has existed thruout the year with the Florida Egg Commission in the functioning of the Egg Clearing House and related matters. This clearing house operates on a statewide level and its purpose is to locate outlets in deficit markets for excess eggs which are burdensome in surplus producing areas. This service is a stabilizing factor of great value to dealers and producers thruout the State.

The Tampa Bureau office has two-way teletype service during nine months of the year. Thru this service we receive daily reports on practically every agricultural commodity from markets thruout the country. Dealers and other interested parties depend on us for this vital information. During the past severe winter, Mr. Alec White, Agricultural Agent, depended on the Bureau teletype service for the latest weather reports in order to advise the area farmers. Occasionally comes the heart rending call for an out-of-season fruit for a person afflicted with an incurable disease, which we always try to help locate. Tampa markets are relayed to Bureau headquarters over the teletype and this service is used for inter-office communication between Jacksonville and Tampa, thus eliminating phone calls.

Charts and graphs illustrating receipts, inventories and price trends of various markets are prepared and kept up-to-date.

Receipts of poultry and eggs shipped in from out of State are tabulated from the Road Guard reports and forwarded to Bureau headquarters monthly.

In retrospect - The Tampa Market is plagued with many problems. Progress is slow and at times discouraging. However, most of these problems are recognized; are being analyzed and discussed by responsible dealers and producers and there is every hope to believe they will be solved.

FLORIDA STATE MARKETING BUREAU

A market reporter lives with his market, in a sense he is part of it. He feels the trends and senses the tones, but above all he is keenly aware at all times of his responsibility to all segments of the industry he serves

The poultry industry is expanding, production and marketing methods change rapidly. To keep pace with adequate market news coverage is a challenge. Bureau leadership, as exemplified by Commissioner Neill Rhodes, and Assistant Commissioner Frank Risher, and the cooperation of fellow Associates, is of such high level as to inspire a Bureau reporter to meet that challenge.

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MIAMI MARKET NEWS POULTRY AND EGGS

The following is a list of my activities regularly carried on in the last two years:

Collect market information on poultry and eggs

Compile quotes into a market report for release and publication

Telephone in reports to the Daily Papers

Mail reports to the State office

Collect information as to the number of cases of Florida Eggs in the Miami area each month.

Compile monthly live poultry prices and Florida egg prices

Compile poultry and egg receipts in Miami area from Road Guard reports

Call wholesalers when prices change on poultry and eggs

Check stores with regard to retail prices in comparison to wholesale prices

Make personal calls on wholesalers from time to time

Attend public meetings related to my position

Answer requests and calls relative to service provided by the Florida State Marketing Bureau

My daily work requires from twenty to thirty telephone calls and making three to five personal contacts

TWENTY-FIRST BIENNIAL REPORT

PENSACOLA MARKET NEWS POULTRY AND EGGS

This report will reflect the activities of the Pensacola office for the period beginning September 1, 1957 through June 30, 1958, which coincides with my period of employment with the Florida State Marketing Bureau.

Upon beginning employment as Market News Reporter, I received preliminary orientation and training under the able direction of Mr. Joseph M. Doris, Federal representative of long experience in market news reporting of egg and poultry products. After returning to Pensacola for duty, several days were spent in on-the-job training with Mr. Richard Macomb, the reporter previously assigned to the Pensacola market. His cooperation, patience and suggestions were most helpful.

During the early weeks, I endeavored to familiarize myself with the duties and responsibilities of market news reporting by making personal contacts and getting acquainted with producers, dealers, retailers, feed dealers, newspaper representatives, and others who were directly or indirectly connected with the Poultry and Egg Industry. Contacts made with these various groups have made it possible to gather and compile accurate information for our daily report.

During a normal working day, my duties could be generally summarized as follows:

1. The morning part of the day is spent in making telephone calls and personal contacts with producers, dealers, wholesalers, and retailers; getting information in regard to prices, supply and demand on egg and poultry products.
2. After this information is gathered, it is analyzed and prepared in daily report form for distribution. The original copy is mailed to the central office in Jacksonville. One copy is delivered to each newspaper - Pensacola Journal and Pensacola News. One copy is retained in the local office.
3. The afternoon is spent making personal contacts by telephone with those who could not be reached earlier, and attending various meetings; such as, Poultrymen's Association meetings, Agriculture Extension Council meetings, 4-H Club meetings, Okaloosa County Poultrymen's meetings, and dinners given for local producers and dealers. I also fully cooperate with the County Agent and his fine staff of assistants. I feel that these activities are good and necessary public relations work for both the State Marketing Bureau and the Florida State Department of Agriculture as a whole.

Since the establishment of the poultry and egg market news service in Pensacola, much progress has been made towards a more stable and firm market. Local producers are getting a premium price for their products, their production is much greater and is being readily absorbed through regular trade channels.

While there is still much work to be done, I might mention that during the past ten months approximately 70,000 cases of shipped eggs and 15,000 cases of Florida produced eggs sold in the Pensacola area. This indicates that less than twenty percent of the total number of eggs consumed in this area are Florida produced eggs; therefore, we feel there is a fine opportunity and an excellent

FLORIDA STATE MARKETING BUREAU

market for the poultry and egg industry in this section of Florida.

It is my aim and purpose to report the market as it actually exists from day to day without showing any favors or animosities towards anyone; to be of better service to the department and to the poultry and egg industry.

It is indeed a pleasure to work for the State Marketing Bureau, and with the growing poultry industry in this section of Florida.

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Report of activities in providing Market News for Poultry and/or Eggs in the Orlando, St. Petersburg-Clearwater, Ft. Myers-Lower West Coast, Panama City, Tallahassee and West Palm Beach areas would follow the pattern of the larger cities above included. Report for individual field office activities, vegetables and fruits, included in our Twentieth Biennial Report, will be omitted for this biennial period: Miami, Hastings, Sanford, Pompano, Belle Glade, Lakeland, Plant City-Leesburg.

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C O N C L U S I O N

The duties of the Marketing Commissioner are primarily administrative. When the occasion requires, however, these are laid aside momentarily and manual assistance is given the clerical force. This is my second-nature, having climbed over the lower rungs in the ladder of Bureau positions. The privilege of counselling with specialists and sharing responsibility in the solution of their problems is exercised without the acquisition or piracy of any credit for their completing the mission.

In the beginning days of the Bureau when my father was Commissioner, he was in the field and I handled the office detail. As the Bureau expanded until now we have representatives in Miami, Tampa, Orlando, Malone, Pensacola, Belle Glade and Wauchula, these and the Assistant Commissioner and five Marketing Specialists from Bureau headquarters offices have taken over field assignments, attend conferences and meetings over the State, and handle whatever speech-making may be necessary. I have been away from the office on only three occasions in the past two years, attending meetings of the State Agricultural Marketing Board.

Among new services in this biennial period for which I was responsible in securing for Florida, and signing cooperative agreement with the U. S. Department of Agriculture in confirmation, was the first official Pecan Market News Service. I was able to have the U.S.D.A. leased wire circuit extended to Tampa, and to the Gadsden County Farmers' Market at Quincy. Also made arrangements for providing leased wire teletype service to the State Farmers' Market at Immokalee, and continuing this service to the State Markets at Fort Myers and Wauchula.

The Commissioner helped in forming the Clearing House Plan of the Florida Egg Commission, and otherwise in the solution of their problems.

Interviewing and screening out applicants for Bureau positions is the

TWENTY-FIRST BIENNIAL REPORT

Commissioner's responsibility. In this period under review, I selected and appointed with Commissioner Mayo's approval, nine Market News and Marketing Specialists.

In selecting personnel for Bureau employment, as many applications as possible are obtained. Specialists for strictly marketing service are added after industry resolutions or wide demand are made. The number is screened and selection made on the basis of qualifications best serving the Bureau requirements. Degree, majoring in Animal Husbandry, from an accredited college, or three years experience in market news reporting, is required for Federal-State Livestock Market News service. Every Specialist and the Assistant Commissioner, working in and from Bureau headquarters offices, are college graduates. Perhaps our high standard of qualification, and careful, competent training in instances works to our disadvantage. In only 1957 three market news reporters resigned for more lucrative positions, and four more of our staff were solicited for private industry employment.

Directing the policy of, proofing all copy in connection with and writing editorials for the For Sale Want and Exchange Bulletin, as well as editing, approving or disapproving articles prepared by the Bureau staff, is handled by the Commissioner. Such labors are indeed time-consuming.

All Bureau claim work is another heavy duty of the Commissioner. More than forty years of experience in handling claims of wide diversity is an asset in this important work.

The Bureau library has been equipped with trade rating books, manufacturing and many other directories and guides, and basic statistical data to supply promptly information requested from agricultural interests and official agencies. Bureau offices are where surprisingly large numbers of floating inquiries come to rest.

Interspersed among administrative duties are numerous items on the regular daily agenda. Determining the proper date for opening the Federal-State seasonal market news offices, and making the necessary preliminary arrangements for them, involves decision-making which if in error would seriously affect and might result in great loss to the shippers of crops moving to market. The execution of cooperative agreements, contracts, leases, Marketing Board papers and similar instruments falls to the lot of the Marketing Commissioner. The organization chart of the services performed by the Bureau was prepared by the Commissioner (February 1958) for the Agricultural Services Committee.

Replying promptly with information requested by mail, telephone and telegraph, voluminous in the aggregate, is regarded by the Commissioner as regular schedule. Interviews and conferences in our offices relate to all phases of agriculture, and are held with persons from farm level to high executive status. The distance from bottom to top is short, anyone can see the Commissioner any time without appointment. Pinch hitting for the Specialists filling field engagements prevents service from being delayed until their return. This staying-on-the-job policy is a continuation of that followed in the pioneering days of the Bureau. Departure from that principle would in my judgment have impaired our service record. I have never felt that producers of perishable food products should have to wait days for service urgently needed NOW.

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The Florida Fruit and Vegetable Association mentioned editorially December 1, 1957:

"The Florida State Marketing Bureau cooperates with the Florida Fruit and Vegetable Association by providing essential statistical services which the Association has never found necessary to duplicate or redefi-
ne. Much of this material is used by the Florida Fruit and Vegetable Association as the basis for briefs or presentations to the Tariff Commission, the Budget Commission, Interstate Commerce Commission, Wage and Hour Division and for publicity material on Florida, and for other such essential uses. Because this is official material, it has acceptance by these organizations."

Such information is usually requested by telephone on rush basis, and generally has been provided on the same day requested.

I shall not forego mentioning the volume of regular and complicated work accomplished by the Bureau's loyal and efficient secretarial, stenographic, clerical, and mechanical personnel. It is only fair and giving credit where due to recognize that without their services the wheels of Bureau progress would turn slowly if at all. No department head could be supported by a finer working crew.

In accepting the office of State Marketing Commissioner, I subscribed to this oath of office:

I Do Solemnly Swear that I will support, protect and defend the Constitution and Government of the United States and of the State of Florida; that I am duly qualified to hold office under the Constitution of the State, and that I will well and faithfully perform the duties of State Marketing Commissioner of the State of Florida on which I am about to enter, so help me God.

This oath of office has kept me company all the while. A resume of periodic accomplishments, however, cannot impart the degree of conscientious effort applied. The review will I trust bear creditable evidence of faithful performance of duty, of qualified discharge of responsibility, and of steadfast observance of oath of office.

The financial statement on pages following concludes the Twenty-First Biennial Report of the Florida State Marketing Bureau. The Report has purposely been condensed so that it will cost little money to print and require little time to read.

Neill Rhodes
Commissioner
Florida State Marketing Bureau

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1956, to June 30, 1957

Appropriation for Year ending June 30, 1957	\$195,046.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	73.62
Department of Agriculture transfer	*3,500.00
TOTAL AVAILABLE	\$200,819.62

Expenditures

Code

1100 SALARIES \$115,607.49

NECESSARY AND REGULAR EXPENSES:

2100	Advertising	\$ 4.62	
2200	Communication and Transportation .	10,499.22	
2300	Printing Services	67.45	
2400	Repairs and Maintenance	979.06	
2600	Travel	24,853.45	
2700	Utilities	617.79	
2900	Other Contractual Services	13,227.88	
3300	Heating Supplies	19.96	
3600	Maintenance Materials and Supplies	1,648.16	
3700	Motor Fuels and Lubricants	10.84	
3800	Office Materials and Supplies . .	7,916.43	
3900	Other Materials and Supplies . . .	7,554.49	
4100	Insurance and Surety Bonds	175.05	
4300	Rental of Buildings	5,876.00	
4900	Dues, Commissions, etc.	30.00	
7900	Tariff Commission	5,000.00	78,480.40

OPERATING CAPITAL OUTLAY:

5100	Books	35.55	
5600	Office Furniture and Equipment . .	2,186.49	2,222.04
			196,309.93

Turned back to the State June 30, 1957	\$ 4,509.69
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*Note: Actual Appropriation N&R expenses \$89,025.00; reduced, basis previous year's expenditures, to \$75,000, resulting deficit \$3,480.40, absorbed by transfer of \$3,500. Final total N&R expenses \$10,544.60 within annual appropriation.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1957, to June 30, 1958

Appropriation for Year ending June 30, 1958	\$246,882.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	73.00
Credit, State Department of Agriculture	*108.79
TOTAL AVAILABLE	\$249,263.79

Expenditures

Code

1100 SALARIES \$140,239.37

NECESSARY AND REGULAR EXPENSES:

2100	Advertising	\$ 8.75	
2200	Communication and Transportation	13,037.34	
2300	Printing Services	85.62	
2400	Repairs and Maintenance	767.26	
2600	Travel	37,416.41	
2700	Utilities	670.20	
2900	Other Contractual Services	13,901.32	
3300	Heating Supplies	82.97	
3600	Maintenance Materials and Supplies	1,291.80	
3700	Motor Fuels and Lubricants	10.45	
3800	Office Materials and Supplies	20,143.34	
4100	Insurance and Surety Bonds	175.05	
4300	Rental of Buildings	6,234.67	
4900	Dues, Commissions, etc.	20.00	
7900	Tariff Commission	5,000.00	98,845.18

OPERATING CAPITAL OUTLAY:

5100	Books	7.80	
5600	Office Furniture and Equipment	5,150.99	*5,158.79 244,243.34

Turned back to the State June 30, 1958	\$ 5,020.45
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*Deficit of \$108.79 absorbed by the Department of Agriculture.

THE BUREAU PERSONNEL

JACKSONVILLE HEADQUARTERS OFFICES

Neill Rhodes	Commissioner
F. W. Risher	Assistant Commissioner--Specialist, Poultry and Dairy Products
L. T. Pendarvis	Specialist, Livestock and Field Crops
G. N. Rhodes	Specialist, Livestock Market News
E. F. Scarborough	Specialist, Market News, All Commodities
Dick Stark	Specialist, Dairy Products
Guyton M. Williams	Specialist, Poultry and Dairy
Fred O. Witt	In charge Printing and Mailing Room
Edna G. Ferguson	Secretary
C. Faith Butner	Stenographer
R. Jean Lord	Stenographer
V. J. McCrary	Stenographer
Wilda Polk	Stenographer
Pauline C. Seale	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Caryl C. Michael	Telegrapher
H. L. Mayberry	Mechanical Operator
Chris Georgiades	Mechanical Operator
R. Vernon Williams	Mechanical Operator

FIELD OFFICES

Geo. C. Avery	Market News Representative, Malone
Harold C. Howze	Market News Representative, Wauchula
Eugene P. Harper	Market News Representative, Pensacola
Alfred J. Larson	Market News Representative, Tampa
Richard Macomb	Market News Representative, Tampa
Sam C. Means	Market News Representative, <u>Miami</u>
Marlin M. Nicely	Market News Representative, Pahokee
M. B. Smith	Market News Representative, Orlando

John B. Phelps	Market News Representative (cooperative), Miami
H. E. Gooden	Market News Representative (cooperative), St. Petersburg
Mrs. J. A. Fernandez	Market News Representative (cooperative), West Palm Beach
Marjorie B. Fields	Market News Representative (cooperative), Ft. Myers
Mrs. James N. Messer	Market News Representative (cooperative), Tallahassee
Mrs. J. W. Padgett	Market News Representative (cooperative), Panama City

(Does not include Federal supervisory or Federal-State clerical personnel)

MAIN OFFICE HEADQUARTERS - 505 West Adams Street, Jacksonville, Florida

F6486
1958/60

**TWENTY - SECOND
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU**

NEILL RHODES, COMMISSIONER

FOR PERIOD
JULY 1, 1958 TO JUNE 30, 1960



DIVISION OF
FLORIDA STATE DEPARTMENT OF AGRICULTURE
LEE THOMPSON, COMMISSIONER



430 WEST MONROE STREET
JACKSONVILLE, FLORIDA

FOREWORD

Considering employment, investment, value, annual revenue, and all the related commercial counterparts of agri-business, agriculture ranks first among the State's enterprises of industry. Agriculture is the indispensable stimulant of Florida commercialism and prosperity.

A condensed summary next following of the value of Florida agricultural production substantiates the importance of the various lines of farming pursuits and the total of the State's principal crops. It will be noted that in ranking order citrus value is first, followed next by truck crops, then livestock, dairy, field crops, horticultural specialties, poultry and egg products, forest and miscellaneous products. The data emphasize no less than the importance of agriculture itself, the responsibility of official agencies in serving the many different major segments of food product production.

Every living person of Florida is a consumer of agricultural food products. Every industry of the State benefits directly or indirectly from its agriculture. Every citizen of the State should be deeply concerned in its agricultural welfare. The Twenty-Second Biennial Report of the Florida State Marketing Bureau reviews services the department has performed in the last two years in the interest of the welfare and progress of Florida agriculture.

FLORIDA VALUE OF AGRICULTURAL PRODUCTION

	PRELIMINARY <u>1958-59</u>	FINAL <u>1957-58</u>
CITRUS	\$347,826,000	\$273,180,000
TRUCK CROPS	158,110,000	144,714,000
	<u>1959</u>	<u>1958</u>
OTHER FRUITS AND EDIBLE NUTS	\$ 2,384,000	\$ 1,477,500
FIELD CROPS	75,000,000	68,904,000
LIVESTOCK	84,028,000	85,713,000
DAIRY PRODUCTS	80,000,000	78,553,000
POULTRY AND EGG PRODUCTS	32,500,000	35,756,000
HORTICULTURAL SPECIALTIES	35,000,000	34,207,000
FOREST AND MISCELLANEOUS PRODUCTS	<u>10,000,000</u>	<u>10,389,000</u>
ALL COMMODITIES (TOTAL)	\$824,848,000	\$732,893,500
GOVERNMENT PAYMENTS	<u>8,000,000</u>	<u>7,907,000</u>
TOTAL VALUE OF AGRICULTURAL PRODUCTION	<u>\$832,848,000</u>	<u>\$740,800,500</u>

Fruit and vegetable values are for the production season August through July, while other commodity values are for the calendar year.

INTRODUCTION
by
NEILL RHODES
COMMISSIONER
FLORIDA STATE MARKETING BUREAU

A one-sentence summary of the Twenty-Second Report of the Florida State Marketing Bureau was made in the Letter of Transmittal to the Honorable LeRoy Collins, Governor of Florida: major projects of the Bureau have been conservatively expanded, additional duties prescribed by the 1959 Legislature have been performed, and important supplementary services were initiated in the closing biennial period.

The main offices of the Bureau are located in Jacksonville. Branch offices are maintained full time in Miami, Tampa and Pensacola. Livestock market news representatives have offices in Wauchula, Pahokee, Tampa and Marianna the entire year. Federal-State market news offices are open seasonally in Hastings, Sanford, Pompano, Belle Glade, Plant City and Lakeland. Part-time or cooperative representatives are stationed in Orlando, Fort Myers, St. Petersburg, Panama City and Tallahassee for poultry and egg market news reporting for those areas. The Federal-USA reporter in charge of Federal-State poultry-egg market news for Jacksonville and Northeast Florida has headquarters in the Jacksonville Bureau offices. Complete directory of Bureau personnel is included on the final page of this report.

Employment standards of the Bureau are high. An accredited college degree, majoring in the agricultural line appropriate to employment applied for, in addition to practical experience, is now required for all marketing and market news specialist positions. Applicants for employment are carefully screened, and every effort is made to secure the best qualified employee for permanent assignment. Several employees have worked for the Bureau thirty years and retired, several still with the Bureau have served the department thirty years or longer. Some receiving experience of business administration and other administrative responsibilities with the Bureau head other state departments, as the State Farmers' Markets, Federal-State Inspection Service, etc. The Assistant Commissioner of the Bureau is also an appointed member of the Egg Commission. The Tampa poultry-egg market news reporter resigned that position in January 1960 to work for the Egg Commission.

Referring again to conservative expansion of services - longer operating season for Federal-State vegetable market news field offices at Sanford, Pompano and Belle Glade was requested by growers, shippers, market managers and others. The service has been extended in compliance. The reports of the Specialists for fruits and vegetables, and livestock, will mention the material expansion and supplementary service in these projects provided during the last two years.

Recently the basic livestock price information being furnished the United States Department of Agricultural Statistician in computing official price averages for Florida (mostly tabulated from auction data) was supplemented by numbers and prices on "direct" (non-auction) cattle sales, thereby making possible more accurate averages. The Dairy Products Marketing Specialist as State Chairman of June Dairy Month Promotion assisted the dairy

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

industry of Florida in planning a state-wide program which was an outstanding success and a real help to the industry. June Dairy Month is the nation's biggest single food merchandising event, and this was a good opportunity to help promote the State's dairy industry.

Notwithstanding the Legislature of 1959 provided the Bureau with \$1,786 less for expenses year ending June 30, 1960, than two years previously (\$99,350 in 1958, \$97,564 in 1960), and disallowed request for one additional livestock market news reporter, the Tobacco Act of 1959 provided that it should be administered in the marketing division of the Department of Agriculture. Enabling legislation for celery and sweet corn marketing orders passed by the 1959 Legislature also carried provision for administration in the marketing division of the State Department of Agriculture. Though handicapped by reduced expense funds, the requirements of the Tobacco Act of 1959 were served by the Bureau.

After the Legislature of 1959 had adjourned, and there was no chance of obtaining additional expense funds, the Bureau was requested to initiate a market news service for gladiolas and chrysanthemums. Through the tireless work of Mr. Elmo Scarborough, Fruit-Vegetable Market News Specialist of the Bureau, the cooperation of the U.S.D.A., the transportation agencies and the industry, the service was started Dec. 10, 1959. Likewise the livestock market news division has been requested to increase and implement its coverage in the face of reduced funds and fewer personnel than requested to do the job. By increasing workload beyond reasonable expectation, the extra service has been provided. Perhaps it is better to do more with less funds than less with more appropriation!

The most significant recent expansion (January 1960) of Florida Livestock Market News was supplying radio and TV stations and newspapers with more complete and timely reports on local livestock auction markets. These reports are prepared immediately after each sale and relayed to news agencies in the area covered by each market, which new service requires considerably more time of our reporters, yet at very little added cost. This improvement is one of the most important in the history of the service in Florida.

Under such adverse circumstances it was necessary to streamline operations and re-assign immediate supervisory authority to associate specialists. The fruit and vegetable, poultry and egg, and livestock market news reporters were placed under the direct supervision of the chief in charge of each of the three divisions. The record of results commends the action taken. The Federal approved the arrangement in these words from the Acting Chief of the Market News Branch, USDA: "The Federal and Florida State relations have always been at the highest level and I believe through this cooperation Florida has obtained a very competent and highly regarded market news service."

The Chief, Market News Branch, Fruit and Vegetable Division, AMS., USDA, upon retiring in 1959 stated in letter to Commissioner Rhodes: "I want you to know how much I have appreciated the fine cooperation we have enjoyed in conducting what I consider one of the outstanding Federal-State market news setups in the country..... A very sound program has been developed over the

years and in the case of Florida an extremely high percentage of the credit is due to your organization."

The attitude of the Dairy Division AMS, USDA, is expressed in letter from the Chief, Dairy and Poultry Market News Branch, quoting therefrom: "I would like to take this opportunity to express our complete satisfaction with the cooperation which exists between this department and the Florida State Marketing Bureau. Our Eastern Area Supervisor, on his various visits to your State has invariably returned with highest praise of the spirit of good will and co-operation which prevails. It is a pleasure to do business with you folks."

What another outside official source thinks of the livestock market news service of the Bureau is indicated in comment of the livestock market specialist, North Carolina Department of Agriculture (Source: Tarheel Cattleman, North Carolina Cattlemen's Association, October 1959): "The Florida State Department of Agriculture, through its Marketing Bureau, conducts one of the most comprehensive market reporting services on livestock there is to be found in the United States."

Cooperation with other State agencies has been followed and continued steadfastly in the last biennial period. Through cooperation of the State Department of Agriculture and the Extension Division, the poultry-egg markets at Tallahassee, Panama City, St. Petersburg and Ft. Myers and the fruit-vegetable market at Miami have been quoted. This cooperative arrangement has saved thousands of dollars annually. The New England States were favorably impressed by the plan and established similar pattern for poultry-egg market news work in that area.

Communication from Director of Florida Agricultural Extension Service, Dr. M. O. Watkins, speaks of typical Bureau cooperation:

"In discussing the progress of the production testing program for beef cattle with Jim Pace, I was most pleased to learn of the splendid cooperation we have received from your department in carrying out this program. We believe this to be one of the most important educational programs being carried on with Florida cattlemen and realize that it could not be successful without the support of your department. We in Extension appreciate the immediate response and expert assistance of your inspectors in helping us to carry out this program. Please pass along our sincere thanks to other members of your department concerned, and we are looking forward to continuing close cooperation with your department in carrying out programs to improve our Florida livestock industry."

Commenting further upon Bureau personnel under broader reference to an unusual, emergency situation, I made this announcement in the January 1, 1960, issue of the For Sale Want and Exchange Bulletin:

"Fire occurring November 20, 1959 on and practically destroying the two floors above the premises occupied by the Florida State Marketing Bureau subjected the Bureau to the most serious emergency conditions the department has encountered in its entire

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existence. Many advised me it was miraculous that so much of our service to growers and shippers was uninterrupted. It was possible only by efficient, loyal, coolheaded Bureau personnel performing night, day and holiday in this emergency. Some employees indeed approached the stature of heroism. This token of my deep appreciation for their spirit and effort can at best only feebly pay the tribute they deserve."

The November fire necessitated our moving the main office to temporary location 522 West Adams Street, and the mailing-printing department to separate, ground floor location at 230 Broad Street. Quarters were leased and occupied March 1, 1960, at 430 West Monroe Street, requiring another move from the temporary location. The fire loss by water damage at 505 West Adams Street location amounted to \$18,200.00, covered under the State Fire Insurance Fund. All equipment refinished and replaced following the Nov. 1959 fire had to be re-inventoried and placed under State Fire Insurance. The Miami offices were moved in May 1960 to the State Office Building. Despite the many inconveniences suffered, the Bureau services continued on schedule.

Conservatively and beneficially expanding the normally major projects of the Bureau; performing the extra duties prescribed by the Legislature of 1959; and initiating new features of service in the 1958-60 biennial period - all this has been accomplished by faithful, qualified personnel. Resume of their activities in the two-year period closing June 30, 1960, is made by the Assistant Commissioner and the Marketing Specialists, following on page 11.

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MILEPOST

The 1917 Bureau
office force consisted
of the Commissioner, the
Secretary and two market agents.

A Board of Directors with three members
served from 1917 to 1921. The Commissioner of Agriculture in 1917, the Marketing Commissioner, the Secretary, the Board of Directors and one of the two market agents of the initial Bureau force are deceased. The market agent surviving is presently Commissioner of the Bureau and based upon service time is the "oldest" employee of the Florida State Department of Agriculture, was the "youngest" in the 1917 Bureau force.

FLORIDA STATE MARKETING BUREAU
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ACTIVITIES REPORTED BY
F. W. RISHER, ASSISTANT COMMISSIONER

Assisted the Egg Commission and the State Poultry Producers in conducting two March "Egg Month" promotions. One feature was to hold a breakfast for the Cabinet at which time the Governor proclaimed March as Egg Month. The Governor and the Commissioner of Agriculture were given a "Good Egg" award by the Poultry and Egg National Board.

Attended 20 meetings of the Egg Commission, of which I am a member, representing the Florida Department of Agriculture. Took part in 25 meetings of the Counties and State Poultry Producers Associations. Attended two Poultry short courses conducted by the University of Florida Poultry Department at Camp McQuarrie.

Represented the State Marketing Bureau at a dozen conferences on marketing matters, like organizing cooperatives, improving grades and packs. Assisted in holding 3 schools to train inspectors for poultry and egg grading work; this was a cooperative project between the Florida Egg Inspection Division and the U.S.D.A. Poultry Grading Division.

Served on the State Livestock Show Committee that allocates funds to assist 4-H Club members and Future Farmers of America, as well as dairymen, poultrymen, cattlemen, swine producers and corn and honey producers.

Prepared several editorials for the For Sale Want and Exchange Bulletin, and 4 articles for the Florida Poultryman. In line of duty wrote more than 1000 letters in regard to requests for marketing assistance.

Held office conferences with 450 visitors in office, and there were at least 4,000 in attendance at meetings I attended.

Served as liaison officer for the Florida Department of Agriculture and USDA on Matching Fund Programs in the promotion of Florida eggs and poultry. One of these projects helped the Federal Crop and Livestock Service secure better information on the number of layers in commercial flocks in the State and the value of eggs produced. For the first time the State was divided into marketing areas, to show how many eggs are produced in each of the market areas of the State. This information has very materially helped producers in locating markets.

Was instrumental in securing the cooperation of USDA Poultry and Egg Grading Division to provide inspections and issue certificates on shipments going to foreign countries like Central and South America.

Represented the Bureau at two National Marketing Work Shops, one in Purdue University and one in Springfield, Illinois, home of President Abe Lincoln.

Appeared on the program of the Southeastern States Egg Grading School in Athens, Georgia, where matters of mutual interest in marketing poultry and eggs were discussed.

FLORIDA STATE MARKETING BUREAU
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Took part in a panel discussion at the April 1960 meeting of Marketing Officials in Washington on "What's New in Marketing", also served on Board of Directors of the National Association of Marketing Officials and attended their Convention in Asheville, N. C., and Atlanta, Georgia, at the Farmers' Market. Was President of the N.A.M.O., and conducted the program for the meeting held in Phoenix, Arizona, attended by delegates from 40 states. One of the Aides to President Eisenhower addressed the Convention.

Even helped a rabbit producer find a market for rabbits in unlimited amount.

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MILEPOSTS

The Florida
State Marketing
Bureau was establish-
ed by the Legislature of
1917. An annual appropriation
of \$15,000 was provided for the 1917-
1919 biennial period. Bureau offices in
Jacksonville were opened on July 1st, 1917.

The For Sale
Want and Exchange
Bulletin, mentioned
frequently by the Market-
ing Specialists in this the Twenty-
Second Biennial Report, entered the mails as
second-class matter August 2, 1919, until which
time full postage rates applied on Bulletin mailing.

Official
market news report-
ing in Florida was initiated
by the Bureau more than 40 years ago.
Fruits and vegetables, and poultry and eggs
were quoted for the Jacksonville market beginning
June 2nd, 1919, in the Florida Times-Union. Quote for
"white eggs" started Oct. 1, 1919. The first mimeographed
miscellaneous vegetable market report of record was dated Nov. 5, 1923.

ACTIVITIES REPORTED BY
L. T. PENDARVIS
MARKETING SPECIALIST, LIVESTOCK & FIELD CROPS
BUREAU HEADQUARTERS OFFICES

Bearing the title of Marketing Specialist Livestock and Field Crops with the Florida State Marketing Bureau, ever reminds me that the word "Marketing" means to "sell". I realize that my job is to help farmers and ranchmen -- beekeepers, timber growers -- sell what they produce either more easily, or for more money. The thought of "selling" is uppermost in mind whether I am handling office work or field duties.

If I am making a simple talk to a group of Future Farmer boys about the Marketing Bureau's "For Sale Want and Exchange Bulletin", advising how their parents may receive the Bulletin free, how they can advertise in the Bulletin without charge, or locate their needs through farm equipment listings in the Bulletin, I am hopeful that as a result of my talk some of the young farmers and their parents, through the facilities of the Marketing Bulletin, will obtain their requirements reasonably or turn certain of their farm items to cash and better living from my having brought the Bulletin service to their attention.

The same desire to sell follows me when I sit on one of Florida's Livestock Auction Markets substituting for one of the Bureau's several Livestock Auction Reporters on vacation or sick leave. I realize when I am marking grades and prices on these sales that to record each steer, heifer, calf, cow and bull with grade and price, that such recording is not affecting the price that "Bill Jones" will sell his cattle and calves for on that day. But I know that such previous price quoting has influenced "Bill Jones" as to time and place for this sale. I know that the prices I record by grade will be totaled and averaged, and this market news will be given by telephone, telegraph and letter to several television and radio stations and daily newspapers as soon as the sale is completed. I know that our Florida cattle and swine growers will be watching, listening or looking for my report and that such market reports will influence them in their future marketings.

Several years back I conceived a means of assistance whereby if Florida's watermelon growers were to receive even one-tenth of one cent or more on each melon sold, it would amount to something like nineteen thousand, five hundred dollars -- an amount several times my salary.

Consequently, that year and each year since, through the cooperation of Florida's county agents, I have collected and assembled data as to watermelon acreage, variety, and harvesting date by counties. Through the road guard stations I was also able to obtain the names and mailing addresses of some five hundred out-of-state watermelon buyers. The data received from the county agents each year are printed and mailed to this list of buyers. The information is also mailed out to Florida's larger watermelon brokers, railroad agricultural agents and others interested. The report was in special demand in 1959 when due to late freeze the report was several days later than usual.

I have gone into several of Florida's watermelon counties and assisted

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the county agents in organizing their watermelon growers into associations, enabling the growers through organized effort to make selling their melons easier and at a uniformly higher price.

In 1958 when Florida over-planting resulted in surplus of watermelons, through the Food Distribution Service, Agricultural Marketing Service, USDA, I was able to get watermelons featured on the "Plentiful Foods" program. There is no way of pin-pointing the "extra-farmer-dollars" derived from such effort, but certainly when a product like watermelons is brought to the attention of the housewives throughout the Nation through television, radio and newspaper food-editor columns, it is bound to move in greater volume and at somewhat higher prices.

Then again when I write an editorial for the Marketing Bulletin on watermelons or other subjects, I like to sprinkle the article with humor and human interest so that the story will be read. The purpose behind the lines is to sell the product. Example: "The Watermelon Smile" -- "Willie and The Watermelon". And on other subjects: "Pass The Honey Sonny", "Horse Power In A Beef Patty", "The Skill of Correct Beef Buying", "Pecan Tree In the Yard", "Something About Rabbits", etc.

When I joined the Marketing Bureau staff in 1952, then as now flue-cured tobacco was one of Florida's cash crops reaching multimillion dollar returns. Yet the growers themselves, nor anyone representing their interests, had any control over how or when their tobacco crop would be sold. Out-of-state interests decided when the market would open and how long it would stay open.

Partly as a result of my work with tobacco, today Florida has a tobacco law which provides for a Tobacco Advisory Board. As Field Crops Marketing Specialist of the State Marketing Bureau of the State Department of Agriculture, I was made Chairman of this Board.

Today Florida's tobacco farmers through this Board are in position to name the date that Florida's tobacco market will open. The Tobacco Marketing Board has also taken leadership in marketing procedures of flue-cured tobacco not spelled out in our present tobacco law which are advantageous to the growers. It is hoped that when our Legislature again convenes it will be possible to amend the present law, extending to the Board and the Commissioner of Agriculture powers relative to marketing Florida's flue-cured tobacco not provided in the present law.

I have long felt the need for the State doing something to assist Florida's purebred livestock breeders in their marketing. Consequently I compiled the information for a "Purebred Livestock Directory" and was able to get the bulletin published by the State Department of Agriculture.

As stated in the foreword of the Directory, its purpose is to "promote sales of Florida purebred livestock -- interstate, intrastate, and internationally." The publication in part is aimed at the Latin American countries and copies have been mailed to those countries as well as other foreign countries, to breeders, and to other State Agricultural Departments throughout the United States.

The directory bulletin covers every phase of Florida's purebred kinds of stock, including beef and dairy cattle, horses, milk goats, Shetland ponies, swine and rabbits. Fifty-two different breeds of all classes of purebreds are included, entailing 571 individual breeders. Such information as breeder's name, mailing address, phone number, city and highway location of ranch, number brood animals in herd, average number of head of males and females for sale each year, principal herd family lines, and whether or not the herd is vaccinated for blackleg or Bangs is given in the bulletin.

I cooperate and coordinate my work with Florida's other organizations who work with Florida agriculture such as the Florida State Extension Service, the State Department of Vocational Agriculture, State Forestry Service, all purebred livestock associations, Florida Federation of Fairs, Florida State Seedmen Association, Florida State Cattlemen Association, Florida State Beekeepers Association, Florida Fruit and Vegetable Growers Association, State Farmers Markets, The Farm Bureau, Florida Beef Cattle Improvement Association, and others.

My "Livestock and Field Crops" work reaches into many phases of Florida agriculture: from Tobacco to Rabbits, to Forestry, Honey, Watermelons, Beef Cattle, and whatever product I find needs servicing. Humbly, I am ever mindful that I am a servant of the state, employed to sell and that unless I sell I am not worthy of my hire.

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MILEPOSTS

Federal-State
market news at
Florida shipping point
began in 1923. Celery market
news office was operated at Sanford
Jan. 22-Apr. 19, 1923. Watermelon reports
were issued from Ocala field office May-June 1923.
Potato reports from Hastings station started in the 1924 season.

Federal-State
shipping point
inspection in Florida
by Bureau-USDA began in
season 1922-23, and 162 cars
were inspected for grade and condition.
Transferred from Bureau in 1947 to which season
1,093,544 carlots had been inspected, and by which time
Florida led all States in inspection volume. The service was
conducted from beginning to end on a self-sustaining, non-deficit
basis, closing with \$17,297.62 in cash balance and \$35,656.71 in total assets.

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ACTIVITIES REPORTED BY
DICK STARK
MARKETING SPECIALIST DAIRY PRODUCTS
BUREAU HEADQUARTERS OFFICES

Served as liaison man between various producer groups and the State Department of Agriculture in bringing about a better understanding regarding the functions and duties of the various agencies, as well as the effect of the reorganization of the Department of Agriculture. Have continued to gather and compile statistics on Florida's ever changing dairy industry. These studies and summaries have been used by Chambers of Commerce and development organizations all over the State. Have written several articles on dairying for the For Sale Want and Exchange Bulletin, also contribute regularly to state magazines.

Have spoken to various civic groups, and made radio and T.V. appearances to further the dairy industry.

In an effort to improve and broaden dairy statistics being used by the United States Department of Agriculture, I called a meeting of a representative group and discussed the plan with Mr. Townsend of USDA. With cooperation of the various agencies involved we are now in the process of having far better coverage than was possible before.

Attended National Marketing Workshop in both 1958 and 1959, and addressed the Atlantic States Marketing Officials conference in Washington, D. C.

Have attended all Milk Commission hearings and served in advisory capacity to all segments of the industry.

Served on planning committee, screening committee, and helped judge the West Florida Dairy Show both years. Assisted in judging annual State 4-H Dairy Show in Orlando, as well as numerous county shows over the State.

Have helped annually with purebred dairy cattle sales, serving as clerk for those events.

Was this year named State Chairman of "June is Dairy Month". This was a new assignment and has been a most rewarding experience. With cooperation from all segments of the industry, and starting with a Proclamation by the Governor declaring June as Dairy Month, we conducted a program which has been received most favorably over the State, and has been given national recognition.

As State Chairman I had a special folder prepared for all Home Demonstration Agents. These were designed to help them promote milk in their cooking schools and meetings as well as on their radio and T.V. appearances.

The folders were enthusiastically received and are now in use all over the State.

In the various milk sheds we have staged milking contests, had dairy

luncheons, barbecues and Princess contests. These have created a great deal of interest and resulted in the dairy industry receiving a large amount of favorable publicity in the newspapers as well as over radio and T.V. We feel this has done much toward creating a favorable climate which is so vital to the dairy industry. Improving our public relations is a big and necessary step toward increasing the sale of dairy products which is, of course, the goal of all of us connected with the dairy industry.

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MILEPOSTS

In the
1924-25 season
the Bureau conducted
a survey of market capacity
in all cities east of the Mississ-
ippi River of 25,000 population or more.

The Cold Storage
Law, sponsored by Governor
Martin and Commissioner L.M. Rhodes,
was enacted by the 1925 Legislature, and
provided any county in Florida could "determine
the problem of storing its products to await favorable
marketing conditions. . . .and have the right to provide
for the erection and operation in such county of a cold storage
curing and drying plant for the storing of animal and vegetable products."

The Bureau
aided in drafting
and securing passage of
the Standardization Law in 1927,
which measure adopted the U.S. fruit
and vegetable grades as official for Florida.

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ACTIVITIES REPORTED BY
GUYTON WILLIAMS
MARKETING SPECIALIST (SUPERVISORY) POULTRY AND DAIRY PRODUCTS
BUREAU HEADQUARTERS OFFICES

The past two years have been very interesting and trying with plenty of activity in the Poultry and Dairy Industry. My work for the Poultry Industry centers around five phases. (1) Supervising the seven Poultry and Egg Market News offices; (2) Gathering information and recording prices for use by trade; (3) Promoting the sale of poultry and dairy products, and cooperating with other agricultural agencies so dedicated; (4) Working with poultrymen and dealers in securing outlets for poultry and egg products; (5) Writing articles and editorials for the For Sale Want and Exchange Bulletin.

During the past two years the operation and supervision of the area market news stations has imposed problems for solution by our department. We have had several reporters resign and accept other employment at salary-advanced positions. This made it necessary to train new personnel for reporting these markets since trained reporters were not readily available. Moreover, funds were unavailable for preliminary training of the replacement in advance. Extremely low prices of eggs and generally depressed feeling among members of the industry have been of special concern to us since all reports depend upon the complete cooperation of all dealers and poultrymen. We have been very careful, courteous, and diligent in working with farmers and explaining our methods and procedures in order that they may better understand our duties and services. We know that they must have reliable up-to-date information if they are to stay in business and keep supplies rolling to markets under good demand.

I have spent at least six weeks of each year in covering the markets while the regular market reporters were on vacation leave. This has provided an opportunity to study the markets in each area.

This past year we inaugurated a new report. This report briefly summarizes all of the markets, giving the figures or prices in a clear, concise form. With the increase in various types of statistical information published, it is advantageous to have a short comprehensive report which can be quickly read and easily understood. This helps the producers and dealers draw simple, workable conclusions affecting their business. The many requests received indicate that this report has been widely accepted.

The Bureau main offices keep historical records of all poultry and egg prices. This series of market prices has been kept current for many years. New ways of trading and merchandising eggs has called for changes in the methods of collecting data, and reporting prices, but never have we deviated from the established policy of "reporting" the market accurately from prices gathered in contacting the trade. The trade uses the data as a guide to current and future operations. Graphs of yearly price figures reveal periods of surplus and low prices, or vice versa. Likewise, product cycles are clearly indicated, hence many farmers use information in an attempt to bring flocks into full production during seasons of peak prices. It is surprising the number of calls we receive requesting this datum.

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For the past two years we have done everything possible to promote the sale of Florida products, and particularly eggs. We have cooperated with the Florida Egg Commission in the program as planned by that group. This has included participation in store demonstrations, preparing and arranging displays, conducting surveys, studying plant operations and merchandising programs, and recommending improvements. We have written numerous articles for magazines and for the For Sale Want and Exchange Bulletin, promoting the sale of eggs and poultry products, emphasizing their nutritional value and importance as food.

During times when surplus eggs burden the market, we have assisted producers and distributors in selling their eggs. We constantly furnish information as to existing conditions, and supply and demand on various markets to sellers and buyers so that they can properly and economically distribute these Florida products. We bring buyer and seller together for trading wherever possible and trading warrants such a need.

We have acted in advisory capacity to producers and distributors when requested in making contracts and agreements for purchasing eggs and poultry.

We have helped to improve or encourage the improvement in the quality of Florida eggs. This was accomplished through a series of egg quality schools held in various sections of the State. We were happy to cooperate with both the Extension Service and the Florida Egg Commission, and the United States Department of Agriculture in conducting these schools. Probably ten or more such schools were held in Florida, and we have noted a great improvement in the quality of eggs on the markets for which we feel the schools were partly responsible.

In the past two years I have made many talks to local poultry clubs. Generally, these requests are for information on market conditions, not only in Florida but in other states as well. In such talks I have tried to foster and encourage cooperation among the various sections of the industry. Quality standards, inspection regulations, and improved ways of distributing and merchandising have been discussed with the poultrymen.

Extensive layer-hen surveys were conducted in the State. This was a co-operative project with the United States Department of Agriculture, the Inspection Service, and our department participating. It was the first time, to my knowledge, that such a detailed and thorough count of hens has been made in the State. This added extra work to our schedules, but we feel that the results justified the effort. The survey gave basic information as to the location and extent of our supply of eggs, size of flocks, etc. Such information is invaluable and very useful in properly planning an advertising and merchandising program.

We are responsible to the editor of the Annual Agricultural Statistical Summary for certain pertinent information on poultry. It is our duty to work with him and compile or secure this data for publication. It includes the following material: Value of all poultry and eggs produced in the State; number of chickens on farm; turkey production and value; Florida's rank as compared to other States in value of poultry products; historical summary of

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

market prices, etc.

The For Sale Want and Exchange Bulletin carries many articles on marketing farm products and it is an invaluable means of reaching practically every farmer in Florida. I have prepared several articles for this publication, emphasizing improved marketing practices and procedures, and giving statistical information. New developments within our industry, certain trends, buying and selling techniques have also been included. Quality control programs, packaging or cartoning and hauling problems have been discussed in the sincerest effort of helping our industry.

It has been my privilege each year to attend the National Workshop on Agricultural Marketing Services, the Southeastern Poultry and Egg Quality School, and other marketing conferences. These schools have on their programs the most outstanding and successful men in their respective fields of work. The schools have been very helpful because the marketing problems in other States are very similar to ours, and the cooperative marketing programs in other States are of great interest.

We have cooperated with other agencies in promoting agriculture in Florida. Below is a list of the various schools, conferences and meetings which I have attended to broaden my own information and at the same time extend my full cooperation.

1. National Marketing Workshop.
2. Annual Poultry Institute.
3. Meeting of Florida Egg Commission.
4. Conference of Vocational Agricultural Teachers at Daytona Beach.
5. Farm Bureau Meeting.
6. Extension Service.
7. Southeastern Poultry and Egg Association Meeting in Atlanta, and Quality School at Jackson, Mississippi.
8. Poultry association annual summer and winter meetings.
9. Farmers' Markets and Egg and Poultry distribution centers in other States.
10. Dairy Association Meetings in Orlando, Tampa and Miami.

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ACTIVITIES REPORTED BY
EUGENE P. HARPER, MARKET NEWS SPECIALIST POULTRY AND EGGS
PENSACOLA AREA

The following is a report of the activities in the Pensacola office for the two-year period of July 1, 1958, through June 30, 1960.

The Pensacola office was in operation only eleven months prior to July 1958. Much of the credit for the reporting program, which I have been able to establish during these early months, was due to the outstanding guidance and assistance of Mr. Joseph Doris and Mr. Guyton Williams, both specialists in the field of market news reporting. The

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training received from these gentlemen as well as guidance and assistance from other personnel in the Bureau has contributed tremendously toward the continued development and advancement of our program in the Pensacola market area during the past two years.

The basic principles, procedures and daily work activity for reporting the market information has not varied significantly during the period covered by this report. However, those changes which have been made through directives, rules or regulations have been effected to keep the Pensacola office up to date from an administrative point of view.

Interviewing by telephone and personal contacts the producers, dealers, retailers and others concerned with the poultry and egg industry during the past two years has presented challenging opportunities to make them aware of the services which the State Marketing Bureau has to offer. It is my personal opinion that we have succeeded in this endeavor as daily information furnished to these industries perform a real service. This opinion is based in a large part on (1) the market and inquiries on market information which stems from these sources daily, (2) the stability of the poultry and egg market in this area, and (3) a ready market and fair prices for poultry products through regular trade channels.

The typical work load in the Pensacola office involves morning telephone calls and personal contact with fifteen to twenty producers, dealers and retailers, gathering information from them on prices, supply and demand; also, answering a number of incoming calls for information on the New York, Chicago, Jacksonville, and other markets. This information is then prepared in report form for distribution to the central office in Jacksonville, also a copy to each of the daily newspapers for publication. The afternoon is spent in the field making personal contacts, checking inventories and discussing market trends and conditions with dealers, retailers and producers. Much valuable market information is obtained thru such personal contacts.

In addition to the above activities, I have attended various meetings, such as The Escambia and Okaloosa County Poultrymen's Association meetings, 4-H Club meeting, and various other meetings closely related to both the Marketing Bureau and the Florida State Department of Agriculture as a whole.

My observation as Market News Reporter during the past two years indicates that the sale of Florida products is on the increase.

In conclusion I would like to thank Commissioner Rhodes, Assistant Commissioner Risher and the entire Marketing Bureau personnel for their cooperation, courtesy and consideration.

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ACTIVITIES AND MARKET CONDITIONS REPORTED BY
RICHARD MACOMB, MARKET NEWS SPECIALIST POULTRY & EGGS
TAMPA AREA (JULY 1, 1958 - JANUARY 11, 1960)

The period covered by this report was a most difficult era for poultry and egg market reporters everywhere. Burdensome supplies, nationally, forced prices to record depths. The market reporter, aware that many producers and dealers were operating at a loss, some facing bankruptcy, was under pressure of being positive beyond doubt that he fully covered the market each day and that his reports reflected accurate prices and conditions. Like the umpire, the reporter had to "call 'em exactly as he saw 'em", but too frequently he turned on his heel at the end of the game and walked away with a heavy heart.

In general, rapid expansion and increased production was the significant factor which influenced prices and trends in egg markets during the past two years. This was particularly true in the Tampa market. The following table, better than words, illustrates the rapid growth in egg production in the Tampa Bay Area from 1956-1959.

<u>Receipts</u>					
	<u>Florida Produced</u>		<u>Shipped In</u>	<u>Total Recpts.</u>	<u>Percentage</u>
	(wkly av)		(wkly av)		<u>Florida</u>
					<u>Produced.</u>
1956	316,184 Cs. (6,080)	123,493	(2,530)	439,677	70.9
1957	372,921 Cs. (7,171)	179,291	(3,448)	522,212	67.5
1958	450,980 Cs. (8,672)	153,545	(2,952)	604,525	76.6
1959	633,521 Cs. (12,183)	158,736	(3,052)	792,257	79.9

Receipts of Florida produced eggs had increased 100 percent in four years, and in 1959 were up 40 percent over 1958. The impact of such an increase on the market is obvious. The Tampa Bay Area, comprised of five counties, (Hillsborough, Pinellas, Pasco, Polk and Hernando) has become the largest egg producing area in the State. Production now exceeds the requirements of the area's permanent population and for better than one-half of the year the Tampa market is in a surplus production status. From January 1st through Easter, area receipts are reasonably well absorbed with Florida produced eggs bringing a premium of 4 to 5 cents over shipped-in. During this period, 4,000 to 5,000 cases originating out of state arrive to supplement area needs without upsetting the stability of the market. However, with the exodus of the tourist trade directly after Easter, 4,000 to 5,000 cases of locally produced eggs must be shipped out of the area. A study of the movement in the Tampa market for 1959 best illustrates this situation. Eighty percent of the total receipts moving through Tampa for the entire year were Florida produced. Throughout the first quarter of the year, during the heavy tourist season, only 71 percent of receipts were Florida produced, whereas in the second and third quarters locally produced eggs represented 83 to 85 percent of total receipts. During this period of the year competition to move excessive supplies of

Florida produced eggs frequently established the market at levels below shipped-in prices. The bulk of the eggs shipped out during the spring and summer months move into the Miami area, although during 1959 a sizable volume was exported to South America, while some flowed to other states, including a trailer load into New York City.

A second factor which influenced prices in the Tampa market was a change in the origin of the out-of-state eggs which arrived to compete with the Florida product. Heretofore, all shipped-in eggs coming into the market originated in the mid-west. Always a depressant factor, pricewise, the quality of the mid-western eggs declined markedly with the advent of hot weather. Undergrades ran high and increased the actual cost. Thus, the Florida egg enjoyed a quality advantage which returned some premium even during summer months when demand was at low ebb. By early 1959, effects of the vast expansion in egg production throughout the South was being felt in many markets and in February 1959 the first load of southern eggs to reach Tampa arrived from Mississippi. Henceforth, by far the greatest percentage of shipped-in eggs arriving in the Tampa market were produced in Georgia, Mississippi or Alabama. These eggs come from contract operations and move on a price formula based on the New York market, irrespective of local supply and demand situations, which disrupts market stability at times. These eggs are produced and processed in accordance with the best practices. The haul to Tampa is relatively short and the quality, while no better than Florida produced, is far superior to the midwestern product. Thus this change in the origin of competition greatly reduced one competitive advantage the Florida producers enjoyed during the summer months.

Several attempts were made to establish contract or integrated operations in the area, but only one has survived, which to date has not seriously influenced the market.

The trend toward big chains moving a larger percentage of the food-stuffs, including eggs, and steadily liquidating the small store is noticeable here, as elsewhere. The number of egg dealers remains about the same, although several are handling larger volumes and exerting a greater influence on the market. The trend is definitely toward fewer but larger units in merchandizing as well as production.

The Urner-Barry quote was a subject of much discussion during the past year. In spite of growing dissatisfaction with the method of establishing the New York commercial market, and its use as a basis of trading, its influence continued to increase as the number of contracts or sales based on the New York market grew. On several occasions the Marketing Bureau sought opinions from producers and dealers as to whether a market report at additional trading levels would be desirable. In each case a significant majority, after due deliberation, indicated that while the present reporting system was not perfect, they could not suggest changes that would better serve the needs of the Tampa market. Consensus indicates a definite degree of confidence in the Marketing Bureau on the part of all segments of the industry.

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Accordingly, the Tampa poultry and egg market continued to be reported in accordance with methods and procedures outlined in detail in several previous reports.

The activities of the market reporter likewise continued along the lines previously reported but on an expanded basis.

Meetings of poultry producers associations in the five-county area were attended regularly and occasionally the reporter was asked to speak on market reporting.

In November 1959 a Producers' Marketing Committee was formulated to consider plans for the establishment of a marketing organization to process and distribute a large volume of eggs. Subsequent meetings resulted in the development of a framework which would be practical. Such an organization would tend to stabilize the market. The reporter attended all meetings of this marketing committee in an advisory capacity.

A meeting of all Bureau poultry and egg market reporters was held in Orlando in March, 1959. The characteristics of the various markets as well as general problems affecting all were reviewed in a round table discussion. All present felt the meeting well worthwhile and it is to be hoped that such a meeting will become an annual event.

Additional charts were prepared and tabulations recorded to keep pace with the expanding market.

A summary of the week's market activity including receipts and inventories was carried by the Tampa Tribune each Sunday. This resume served to keep poultrymen and dealers informed and comments indicated it to be a popular service.

As in the past, much of the information was obtained through personal contact and the reporter spent considerable time in the field.

Market interest is centered around eggs and for that reason most of the reporter's time and effort is devoted to that product. However, that is not to say that poultry is neglected. In the Tampa market this field generally concerns light-type production birds. Supply and demand is closely related to egg prices. During the past year, depressed egg prices resulted in heavy and continuous culling. Supply exceeded demand during most of the year, and in keeping with other markets hen prices were also depressed. It is noteworthy that heavy-type, red birds which used to be plentiful in this market have practically disappeared. Fryer production has also reached the diminishing point in this area.

Cooperation from all segments of the industry was excellent throughout the period covered by this report.

Earl S. Reed is presently reporting the Tampa poultry and egg market and has tackled a tough assignment with a high degree of determination and conscientious effort.

NOTE: Upon the resignation of Mr. Macomb January 11, Mr. Earl S. Reed was assigned to take over the duties as Market Reporter of the Tampa Bay area. Mr. Reed has since January 11 reported the Tampa poultry and egg market in accordance with established market news procedure and policy. Mr. Reed's report would incorporate and naturally duplicate routine activities included in Mr. Macomb's resume, and accordingly is omitted. In justice to Mr. Reed, his performance limited to only five months has been creditable and noteworthy.

ACTIVITIES REPORTED BY
S. C. MEANS
MARKET NEWS SPECIALIST POULTRY AND EGGS,
FRUITS AND VEGETABLES, MIAMI AREA

The following activities of my department have accumulated since my last biennial report June 1958.

Collected and reported prices and market information from poultrymen and wholesalers in the Palm Beach area which eliminates the local reporter in that area. This arrangement requires numerous trips to that area. I also report prices three times a week to the Palm Beach Post.

Contacted wholesalers and producers in Broward County.

Collected the hen population for Broward and Dade Counties which was to assist in compiling poultry data for the USDA to obtain accurate numbers of laying hens. Two such counts have been made since the last biennial report.

Supplied information to County Agents from my office, and to prospective producers desiring to move into this area, three or four from Cuba and numerous ones from northern states.

Attended poultry meetings in Dade, Broward and Palm Beach counties from time to time when I felt that it was of mutual interest to poultrymen and our department.

Each Friday, after receiving reports from Jacksonville, New York and Chicago, I have made calls to all poultrymen and wholesalers who request this information, which is, on an average estimate, twelve to sixteen calls.

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The normal calls to compile the Daily Report is on an average of fifteen to twenty, to be given to The Miami Daily News, Miami Herald, Palm Beach Post. The last named, I call three times a week.

I receive from three to five calls a day requesting information with regard to poultry and other agricultural interests. Example: Does the Agricultural Department have any literature on raising rabbits? Date of sale of livestock at State Markets. Location of Weights and Measures personnel. Location of Food Inspectors or where they can be contacted.

Such calls are too numerous to list them all and the reason for the calls is that the State Marketing Bureau telephone is the only one listed in the directory concerning the Florida State Department of Agriculture in this area.

On May 23, Fruit and Vegetable reporting was transferred from John Phelps to me. To establish and do a reasonably good job requires at least eight to ten hours a week, this being twice weekly in the evenings, 6:30-8:00 when I contact twenty-five or thirty persons on the open Farmers Market and from 6:30-8:00 in the mornings when I contact twenty or twenty-five wholesalers on the open market. These contacts require two extra trips to the market each week in order to contact the farmers who would be sold out and gone before morning. Then I compile the data obtained, make calls and type reports.

To thoroughly cover the market, more contacts could be made, such as buyers for A&P, Winn-Dixie and other large chains.

ACTIVITIES REPORTED BY
MRS. MARY B. SMITH

MARKET NEWS REPORTER POULTRY AND EGGS, ORLANDO AREA

Duties and activities during the past two years as representative of the Florida State Marketing Bureau have, in general, been as follows:

Collecting and reporting the availability, supply, demand and market prices in the Orlando area of poultry and eggs.

Reporting market price changes to the local press.

Preparing and mailing reports to the Jacksonville office daily. I make telegraphic reports on Tuesday and Friday in addition to the reports sent in by mail.

Attending Florida State Poultry Association meetings. Also district and state 4-H Club meetings and shows.

Noting regulations closely as they relate to quality requirements

for the various grades of eggs and poultry offered for sale in Florida.

Distributing "READ THE LABEL" pamphlet printed and distributed by the Florida Department of Agriculture to the homes in my area and to members of the Woman's Club of which I am a member.

Almost continual answering of telephone and answering, to the best of my ability, questions related to eggs and poultry, the name of the local egg and poultry inspector, fertilizer inspector, weights and measures inspector and the inspector of whatever the caller happens to be concerned with at the time. As a representative of this great organization dedicated for the purpose of rendering a service to the citizens of our State, I welcome the opportunity and privilege of playing a minor part in the service.

ACTIVITIES REPORTED BY
J. M. DORIS
FEDERAL REPRESENTATIVE IN CHARGE
FEDERAL-STATE DAIRY AND POULTRY MARKET NEWS
JACKSONVILLE AND NORTHEAST FLORIDA AREA
BUREAU HEADQUARTERS OFFICES

This reporter is a member-unit of the Federal-State Market News system which performs a service for the benefit of all persons interested in the production, marketing, distribution and consumption of dairy and poultry products. The Jacksonville office is one of a nationwide network of offices located in major producing areas and terminal markets which are connected by nearly 15,000 miles of leased wire providing up-to-the-minute news from coast to coast.

The officer in charge is responsible for the collection, completion and formulation of daily and semi-weekly information relative to market conditions, prices, shipments and receipts of poultry and egg products in the Jacksonville and surrounding areas. When final statistics are compiled relative to these various markets, a report on them is disseminated to Radio, TV, Newspapers and to the wire services. In addition, a special Semi-Weekly Report is published in which daily reports are included.

There is no doubt that the past two-year period has brought notable changes in the production and marketing of farm products. Evidence of this has been the acceptance of started pullets for egg production purposes. In addition, we have witnessed with amazement the rapid development of direct egg marketing (farm to retail outlets). These changes are but a few that have developed in the recent period. Cognizant of these and other changes, the Market News Service has moved forward as quickly as possible in an effort to meet the demands of the industry. The following is a list of new or improved services which were initiated during the biennial period:

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1. A volume-price report for hens listed on the N.E. Florida Poultry Market.
2. Incorporation of the Jacksonville Live Poultry Market with that of the N. E. Florida Poultry Market.
3. Reporting of the Jacksonville Egg Market on a volume-price basis and listing prices up to 11 A.M. of the current day.
4. Reporting of the total daily slaughter of broilers and fryers in the N. E. Florida area.
5. Including St. Petersburg egg receipts with those of other major cities listed on the Tuesday Semi-Weekly Market Report.
6. Initiation of a Florida Egg Movement Report which is also included in the National Weekly Egg Movement Report.
7. Monthly Origin of Egg Receipts for the Jacksonville, Tampa, and Miami markets.
8. Broadening of the Jacksonville egg market to include the N.E. Florida areas (Green Cove Springs, Gainesville, Fernandina Beach and St. Augustine).
9. Discontinuance of a Daily report on Loose Eggs in favor of one listed on a Semi-Weekly basis (Tuesday and Friday).
10. Discontinuance of Shipped Cartoned Egg Prices due to lack of information.
11. Reporting of a monthly weighted average of egg and poultry prices on the Jacksonville market.
12. Reporting a monthly price average for cartoned eggs for Jacksonville, Miami and Tampa.

Services as yet not under survey for which requests have been received are:

1. FOB Shipping Point Egg Prices.
2. First Receivers Egg Paying Prices.

In maintaining the broadest possible coverage when obtaining market news information, a total of approximately 63 respondents are on our list for price information at all trading levels. Furthermore, it is estimated that 150 telephone calls are completed each week to obtain this information. In addition, many other calls are received for the purpose of being given market news information.

Statistical reports, Egg & Poultry receipts, Commercial Egg Movement Reports and Poultry Slaughter data have become increasingly

valuable. In seeking this information approximately 58 producers and/or firms are contacted weekly either by phone or through the mail.

The Semi-Weekly Dairy & Poultry Report is the official release of this office. On June 1, 1960, 540 names were carried on the mailing list. It was estimated that during the period in question, 104,000 Semi-Weekly Reports and 6,200 Daily Reports were released.

Personal daily trade contacts and attendance at trade meetings are an important part of any reporter's duties. In meeting these requirements, at least 350 personal calls were made to persons or firms directly associated with the poultry industry for the purpose of strengthening trade relationship, seeking market information, and obtaining helpful remarks or suggestions which would improve the service. The following meetings and group discussions were attended:

1. Annual meeting of the Florida Poultry Producers Association.
2. Monthly meeting of Volusia County Poultry Association.
3. On three or four occasions attended the Duval County Poultry Association meetings.
4. Joint meeting of the Duval-Nassau County Poultry Association.
5. The 1959 meeting of the Eastern Area Market News Association.
6. The 1960 meeting of the Eastern Area Market News Association.
7. The National Workshop for the Dairy & Poultry Market News Branch held in Chicago.
8. Meeting of the Dairy & Poultry Market News Reporters Association, Washington.
9. On a number of occasions discussions of Dairy & Poultry Market News with student marketing classes from the University of Florida.
10. Two annual meetings of the State Poultry & Egg Reporters.

In conclusion, I am grateful for the assistance and cooperation so readily provided by the Florida State Marketing Bureau. Furthermore, many, many thanks to my clerk, Mrs. Faith Butner, who has conscientiously performed and contributed immeasurably to the successful operation of this service.

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Note: Reports of activities of the cooperative Poultry Products Market Reporters covering the Ft. Myers, Panama City, St. Petersburg and Tallahassee areas are not included. These smaller markets are important and have been well reported regularly pursuant to established market news procedure. The detailed activities reviewed by reporters for the larger Florida cities and areas are sufficiently amplified to apply also to the above mentioned markets.

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ACTIVITIES REPORTED BY
GIFFORD N. RHODES
MARKET NEWS SPECIALIST (SUPERVISORY) LIVESTOCK
BUREAU HEADQUARTERS OFFICES

Duties and activities of the Supervising Livestock Market News Specialist have increased as this service has expanded since its beginning in 1947, to the extent that "Livestock Market News" comprises only one of at least four principal lines of related activity currently conducted by the Specialist. Since any one of these four pursuits is normally considered a branch in itself, each will be covered briefly in the following review, presented under 3 main headings:

I. Routine Duties of the Supervising Specialist, Livestock Market News.

II. Assumed Activities, Relative to Livestock Market News.

III. Specific Activities, July 1958-June 1960.

I. Routine Duties - General: The Supervising Specialist coordinates livestock market reporting field activities of the Florida State Marketing Bureau with the United States Department of Agriculture's Livestock Division. He is pivot man also between the Commissioner of the Marketing Bureau and the Bureau's Livestock Market News Specialists in the field. As the title indicates, he supervises activities of these specialists (presently numbering four, plus one relief), and two to three secretary-stenographers in the Bureau headquarters. His time is fairly equally divided between administrative duties in the office and supervisory work in the field.

The Supervising Specialist is responsible for most policy decisions, constant evaluation of methods, and formulating plans for improved future application and procedure of the Bureau's livestock market reporting work.

Specific Duties: 1. Regularly covers two livestock auction markets each week, recording prices by U. S. Grades of Cattle on one, of cattle and hogs on the other. This requires thorough knowledge of, and training in, Federal Standards and reporting methods. Reports consisting of numbers, price trends and prices by U. S. Grades are written up following each sale and wired, mailed, telephoned and delivered immediately to newspapers, radio-TV stations, and auction markets. The following morning a more detailed report is sent over leased wire or telephone to the Cooperating U.S.D.A. office in Thomasville, Ga., where reports from all sales held the previous day are combined into a composite report for the state-wide distribution.

2. Obtains regular weekly price information on direct (non-auction) purchases of cattle from packers and feeders in the Ocala area. Each Friday this Specialist assembles direct sale cattle information by telephone, leased wire, or mail from reporters in all areas, which he combines into a weekly "Direct Sales of Florida Cattle" report to supplement reports based on auction market conditions. This is released to news agencies in Jacksonville, and sent over leased wire to Thomasville for inclusion in

the "Florida Weekly Livestock Market Summary", a mimeographed report made up and mailed to the trade each Friday from the U.S.D.A. office in Thomasville, Ga.

3. Trains and supervises continued training of Livestock Market Reporters in the field. This requires periodic visits with reporters on auctions, to maintain accuracy and consistency in grading and reporting procedure.
4. Administers practically all of the collection of livestock market information, and much of its distribution.
5. Arranges periodic grading checks for reporters, whereby cattle are individually graded live to 1/3 grade by reporters independently, marked for identification and followed through slaughter for comparison with carcass grade, applied to 1/3 grade by an official U.S.D.A. meat grader.
6. Arranges and acts as moderator and secretary of periodic livestock reporters' conferences, purpose being to air problems and arrive at decisions for uniform group application.
7. Handles practically all Bureau correspondence dealing with livestock market news and related information, some of which, particularly that of statistical or descriptive nature, is voluminous.
8. In order to improve on market information received and distributed, this Specialist is continually contacting trade members-producers, packers; auction managers; radio-TV and newspaper personnel; U.S.D.A., University and Extension personnel, Association and group officials, etc.
9. Attends and represents the Bureau and the Federal-State Market News Service at conferences, livestock association meetings, etc.
10. Writes editorials on livestock marketing for various publications; advises on or edits similar articles written by others.
11. Determines types and supervises maintenance of Bureau livestock records kept. Developed practically all forms being used in market reporting and record-keeping in Florida market news work. Responsible for revising forms, keeping reporters supplied, maintaining livestock statistical files, etc. Arranges for relief of reporters during Annual or Sick Leave.
12. Assembles and arranges monthly Cattle Price by Grade Comparisons and market percentages carried each month regularly in For Sale Want and Exchange Bulletin.
13. Relays collected market statistical information to U.S.D.A Agricultural Statistician in Orlando.

II. Assumed Activities, Relative to Livestock Market News: These will be discussed briefly under 3 headings: Grading, Statistics, and Information.

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A. Livestock Grades and Grading: The Supervising Specialist has often been designated as sort of "Official (Live) Cattle Grader" in Florida. This includes interpretation and application of Federal grade standards in market news, grading talks and demonstrations before cattlemen groups, etc. He has served as Chairman or a member of many cattle grading, sorting and sifting committees such as at fat stock or feeder sales, and in advisory capacity on planning committees. According to the by-laws of the University's "Production Testing Association", he or a member of his staff must be present when calves are graded on ranches for Production Testing work in Florida.

This Specialist has done, and plans to do, considerably more work in grade education-- is presently building a file of representative grade photoslides for use at grading schools or discussions at reporters' and producers' group meetings.

B. Livestock Statistics: The Specialist supervises practically all statistical records kept by the Bureau on livestock. Much of this is USDA material, assembled and arranged into ready reference form by the Specialist, particularly for use in the Bureau's Annual Report. He assembles and arranges the Livestock Section of this Annual Report. Most of the statistical records kept have been done in conjunction with Florida market reporting. Detailed figures are maintained on Florida market cattle and hogs-- supplies, seasonal and total marketings, average prices and weights, etc. Records on interstate movements of livestock into and out of Florida are also maintained, and until 1959 most of the actual tabulations were done by the Specialist.

Much of the statistical information recorded and tabulated in Florida market reporting work has made possible more accurate USDA official estimates of livestock numbers on farms in Florida, marketings, average prices and weights, etc.

The reputation these Bureau livestock statistics have for quality, completeness and accuracy is evidenced by this Specialist being honored with joint authorship of two State Department of Agriculture livestock bulletins, which carry most of this information verbatim.

C. Livestock Information Service: This actually extends the foregoing, and deals largely with furnishing a source of supply for official, dependable, representative statistical and related market information. Numerous requests are answerable only because of the information tabulated in connection with market reporting--requests from all interests of the trade--producers, meat packers, buyers, auctions, ranch managers, USDA personnel, statisticians, agricultural consultants, research workers, claim agents, Treasury agents, railroads, Veterinarians, students and professors alike, University and Extension personnel, writers, newspapers and magazine editors, Chambers of Commerce, out-of-state buyers, potential buyers or citizens, departments of agriculture in other states, etc. Considerable information has been supplied to several other states studying Florida's methods of reporting livestock markets, to be used as a guide in establishing similar reporting systems in those states.

Also under this category could be listed these activities performed by this Specialist: talks at livestock group meetings; editorials; serving as advisor or consultant for or at committee meetings; relaying information either through Bulletin notices or correspondence; preparing and distributing marketing information in printed form or in talks recorded on tape for use by radio stations, etc.

III. Specific Activities: Since market reporting work is principally routine, it becomes increasingly difficult to list "new" activities each biennium. The following activities have been performed by the Supervising Specialist the past two years July 1958-June 1960 in addition to regular market news reporting work, as outlined above under "Routine Activities".

Grading: Chairman, Sifting Committee, Southeastern Fat Stock Show & Sale, Ocala, 2 years, 1959 and 1960.

Planning, Sorting and Sifting Committees, Angus and Hereford Feeder Calf Sales, Gainesville, 1958 and 1959 (4 sales).

Grading Committee, Suwannee Valley Youth Cattle Show, 2 years, 1959-1960.

Grading Committee, Production tested bulls, West Central Florida Experiment Station, 1960.

Graded calves on several ranches in Production-testing work with Extension personnel.

Graded live cattle several times for correlation purposes and helped work up results analyses. Made representative grade photoslides during correlation work for post-slaughter study and for use in talks on grades at cattlemen's group meetings.

Graded calves for University Creep-feeding experiment.

Graded cattle on auctions and in packing plants with USDA personnel for uniform application of Federal standards nation-wide.

Meetings and Conferences: Attended two meetings of livestock specialists and statisticians in connection with Florida Beef Council work. Suggested Advisory or Situations Livestock Committee for Florida. Furnished statistical information to Beef Council representative for analysis of cattle marketings in South Florida.

Attended 1960 Midsummer Florida Cattlemen's Association Convention, participated in Marketing Committee meetings. Furnished considerable marketing information to officials as follow-up.

Attended Herdsmen's Short Course, Gainesville, 2 years, 1959-1960, and Cattlemen's Institute, Lake Placid, 1959.

Initiated, arranged, conducted and summarized several Florida livestock reporters' conferences. Sent reports on these to cooperating Federal agencies.

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Initiated Bureau Staff Meetings between Bureau Commissioner and Staff Specialists; served as first Chairman.

Information Service: Laid groundwork for possible future official wholesale meat price quotations in the Southeastern U.S. by securing lists of livestock organization and association officials in the southern states, and relaying to Florida Cattlemen's Association for further action.

Reported Livestock Market News status and situation to Florida Cattlemen's Association, 1959.

Circularized a letter to Florida auctions requesting more careful handling of livestock.

Secured numbers of Florida cattle and hogs exported by boat and air from USDA for more complete interstate and outshipment information.

Worked up balance sheet of Florida Cattle Marketings based on combined USDA-Market Bureau estimates; supplied to USDA for use in Inventory, Production, Marketing and Income Annual Estimates.

Assembled and arranged Livestock Section, Annual Reports 1958 and 1959.

Assembled and arranged Statistical Appendix for revised "Beef Cattle in Florida" and "Hog Production in Florida" State Department of Agriculture bulletins.

Furnished monthly auction market receipt, price and weight and other market information to "Florida Cattleman" magazine, 1958 and 1959; wrote two articles and edited one for same magazine.

Furnished Florida cattle market and interstate information to "Breeder's Gazette" and "Farm Journal" magazines.

Wrote two articles for the "For Sale Want and Exchange Bulletin", edited three more.

Advised availability of the Bulletin for carrying notices important to livestock producers (such as Livestock Board's plans for tick and screwworm eradication; notices of available market reports; dates of Experiment Station Field Days, Feeder Sales sponsored by livestock associations, etc).

Furnished feeder pig price information to Extension Specialist for discussion at Swine Herdsmen's Field Day; slaughter calf weight and price information to University Specialist; Florida livestock price, weight and interstate information to several USDA agencies, slaughter firms, railroads, ranchers, etc; feeder calf sales results to Chairman of Angus Feeder Sale; general livestock market information to many others.

Furnished detailed reports describing Florida's methods of reporting livestock sales to North Carolina, Virginia, and Texas agricultural specialists.

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Discussed livestock marketings and cattle grading with Clay County and Columbia County Cattlemen's Associations, with the Marketing Committee of the Florida Cattlemen's Association, and at the Everglades Experiment Station Field day in 1959.

Tape-recorded a talk describing Florida Livestock Market reports, which is still being distributed to radio stations.

In addition to continued regular auction market statistics to the USDA Statistician in Orlando, starting in 1959 prices on direct (non auction) sales of Florida cattle were supplied for computing more representative Florida cattle sale averages; also in 1960 the balance sheet on "Florida Cattle Marketings" was supplied.

Livestock Marketings: Helped livestock producers sell stock to better advantage.

Considered inaugurating a new service of publishing livestock "for sale and wanted" listings, to broaden producers' market, but postponed because of lack of time and personnel, and possibility of duplication.

Began having reporters count and tabulate numbers of cattle according to breeds, selling through auctions.

Made periodic visits to auctions covered in order to maintain grading consistency between reporters.

Visited Florida State Veterinarian's office to discuss interstate livestock shipments, auction market records, Livestock Board Reports, etc.

Contacted 35 to 40 radio and TV stations and newspapers in connection with extended livestock market reports. At present between 5 and 10 reports are written by the reporters on each auction sale. Averaging 6 or 7 per sale, around 100 reports on the 16 auctions covered are supplied to auctions, radio and TV stations, and newspapers all over the state. This is in addition to regular statewide composite reports issued from Thomasville, which are available to all newspapers and radio and TV stations via their AP and UPI press services.

This new service, requiring very little added expense but a great deal more of each reporter's time, has proven to be one of the most important steps yet taken in market news dissemination, and has resulted in considerable favorable publicity for the Bureau and Federal-State Market News Service.

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ACTIVITIES REPORTED BY
HAROLD HOWZE
LIVESTOCK MARKET NEWS SPECIALIST WAUCHULA AREA

Regularly reported Orlando, Sarasota, Arcadia, and Wauchula livestock markets each week, recording prices and weights of cattle by classes and grades, and numbers by breeds. Tabulated prices and weights by classes and grades on all sales covered.

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Furnished written reports beginning January 1960 on each sale to five newspapers and 22 radio stations. Telephoned reports to one television station each night Monday through Thursday.

Spent time prior to each sale getting reports from cattlemen and buyers on direct (private) country sales.

Graded cattle on private ranches for Production Testing in co-operative work with the University of Florida.

Each year graded cattle at Everglades Experiment Station for checking and improving accuracy in live grading, for comparative grading with other Marketing Bureau staff, and for use in University Bulletin by Prof. W. K. McPherson.

Helped on Annual Field Day each year at Range Cattle Experiment Station at Ona.

Attended Cattlemen's Short-Course in Gainesville and when possible attended all Marketing Bureau Reporters' conferences.

Arranged annual conference for Marketing Bureau Livestock Market Reporters at Sebring.

Graded cattle for special stocker sales at Arcadia and Lakeland. Served on Official Grading Committee for several special Feeder-Stocker Sales.

Made daily personal and telephone contacts with cattlemen, furnishing information on the price of cattle and when to sell.

ACTIVITIES REPORTED BY
GEORGE C. AVERY
LIVESTOCK MARKET NEWS SPECIALIST MARIANNA AREA

Regularly reported each week four livestock auction markets: Graceville, Marianna, Live Oak and Lake City. Receipts and price information on cattle and hogs furnished Federal-State Livestock Market News Office, Thomasville, Ga., to be incorporated in all-Florida Livestock Market News releases. Tabulation of numbers, classes, grades and prices for statistical purposes furnished Florida State Marketing Bureau.

Since January 1, 1960 have supplied local livestock auction Market News to seven radio and TV stations and four newspapers. Have worked closely with these agencies in obtaining and providing them with pertinent Market News of most interest and help in the area.

Have reported direct sales information (number cattle, class,

grade, price and movement) whenever and wherever available. Have also encouraged producers and buyers to cooperate in providing direct sales information.

On many occasions by requests have helped producers sell livestock more profitably by using all facts available. According to producers' own statements, this practice has netted them up to \$1,200.00 more for one sale than they would have otherwise received.

Have brought buyers and sellers together by supplying stocker and slaughter buyers with all the information obtainable state-wide of cattle as to location, class, grade, etc., and furnishing sellers a list of interested buyers.

Have attended all conferences of livestock reporters and correlated live grades with slaughter grades wherever possible. Have also constantly compared and verified grades of livestock with all available specialists in the field.

On Jan. 1, 1959 took over the responsibility of tabulating Interstate Livestock Movement by truck from and into Florida points east of the Suwannee River. This information is used extensively by the Bureau and also by the USDA in livestock-on-farms estimates, etc.

Have assisted in sorting cattle into uniform groups for better pricing at Feeder Sales at Gainesville.

ACTIVITIES REPORTED BY
AL LARSON
LIVESTOCK, FRUIT AND VEGETABLE
MARKET NEWS SPECIALIST TAMPA AREA

Following is a summarization of this reporter's activities for the period of July 1, 1958 to June 30, 1960. This reporter's activities may be generalized under two categories, namely Basic or Regular duties and Extra Curricular duties. For simplification and to avoid repetition, these activities are listed numerically as follows:

Basic Duties: (1) Report regularly, each week, the Tampa, Lakeland and Kissimmee livestock auction sales.

(2) Furnish television and radio stations, newspapers and cattle markets with a special cattle report prepared by this reporter immediately following each sale at the previously mentioned cattle auctions.

(3) Daily prepare a Fruit & Vegetable Report each morning reporting prices received by jobbers at the Tampa Wholesale Produce Market. The information for this Report is obtained by this reporter directly

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at the produce market the evening prior to or the morning that each report is prepared. This report is then disseminated to two local newspapers, a local radio station and the Marketing Bureau office in Jacksonville.

(4) Daily furnish prices of and general information pertaining to cattle, fruits and vegetables and poultry and eggs to the public. Occasionally this office has received phone calls from out of state requesting this information. For instance, recently a man called from Alabama requesting information on watermelons and other Florida produce. He wanted to know the prices on these commodities and when and where would be the best places to purchase them.

(5) Prepare a direct sales report one day each week. The information for this report is derived by contacting meat packing plants and ranchers within a 50 mile radius of Tampa.

(6) Tabulate prices and weights one day each week for the cattle markets reported within the week. These tabulations are then sent to the Federal Agricultural Statisticians' office in Orlando.

Extra Curricular Activities:

(1) Graded cattle on private ranches for cattlemen for the purpose of evaluation.

(2) Live graded cattle at Belle Glade Experiment Station each year for the purpose of correlating live grading with carcass grading and to improve efficiency in live grading.

(3) Graded cattle on private ranches for production testing in conjunction with the Agricultural Extension Service of the University of Florida.

(4) Served on the official grading committee for special stocker sales in Gainesville each year.

(5) Attended Herdsmen's Short Course at the University of Florida in Gainesville each year.

(6) Attended livestock reporters' conferences.

(7) Served on official grading committee at Fat Stock sales at Ocala, Tampa and Bartow.

(8) Made up special cattle and fruit and vegetable reports for a television show called "WEST COAST LIVING" on educational television station WEDU. This report was furnished Thursday of each week.

(9) Made survey of the Tampa and Lakeland areas to determine the quantity of tomatoes being shipped into Florida from Cuba. This

information was relayed to the Marketing Bureau office in Jacksonville for a special report.

(10) Furnished price quotations on California produce, sold at the Tampa wholesale produce market, to Freight Claim offices in San Francisco and Los Angeles, California.

ACTIVITIES REPORTED BY
MARLIN M. NICELY
LIVESTOCK MARKET NEWS SPECIALIST BELLE GLADE AREA

My activities as a Livestock Market Reporter of the Bureau during the last two-year period have been varied and different in nature.

I have covered the Belle Glade and Okeechobee auction sales each week, have gotten direct sales reports on slaughter cattle from the five major packing plants in the Miami area and a majority of the direct stocker sales for the south third of the State of Florida. Duties as reporter include tabulation of prices and weights at the two auction sales covered regularly. I have also covered and assisted with all of the sales on the Big Cypress and Brighton Indian Reservations, as well as a number of private auctions on ranches.

At the Glades Livestock Market, I have done everything possible to assist with cattle marketing. Probably the most important is the sorting and grouping of cattle prior to the sale. With the present set of circular cutting pens at this market, I have been able to group cattle into sale lots numbering from four to fifty of varying degrees of uniformity and thus have cut sale time, reduced bruises, and made for better marketing. With the records I have kept, I have found that groups of cattle in this area sell from 50¢ to \$3.00 per cwt more than single animals, and this one activity alone will give the cattle producers in this area from \$1,000 to \$25,000 added gross income per week depending upon the number and type of cattle marketed.

Besides the above mentioned, I have also sat in on a number of the Board of Directors Meetings of the Glades Market, as well as attended most of the numerous meetings that have been held with cattle producers in this area to discuss ways and means of better marketing.

At the Okeechobee Livestock Market, upon my suggestion, the corners of the sale ring have been rounded, and hydraulic gates have been installed. These two improvements have eliminated bruises on cattle, the use of one man and have shortened the sale time from $\frac{1}{2}$ to $1\frac{1}{2}$ hours depending upon the number of cattle going through the ring.

During 1959 I helped the Highlands County cattlemen with their Annual Feeder Calf Sale by grouping the cattle. I also assisted at the State Angus Calf Sale at Gainesville. Also during the year along with other

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

marketing men, we did correlation grading at the Everglades Experiment Station, the State Fair at Tampa, the Ocala Show and the Bartow Show.

During 1958 and 1959, I made a radio program five days a week over Station WRIM at Pahokee, giving local and national livestock market quotations and news. At present this program has been reduced to three days a week.

I have made it a point to become personally acquainted with as many producers in the area as possible, to visit their ranches, see their cattle and assist in any way with marketing cattle. I have been of some help in assisting ranchers procuring replacement cattle, herd foundation cattle and purebred sires.

During the past two years, I have become a member of the Farm Bureau and the Palm Beach County Cattlemen's Association, and have attended their meetings.

It is always interesting to work with young people, so, at present I am a local 4-H Club leader, have helped to organize a local Junior Cattlemens Association, and served as an advisor to them. I also have worked with the F.F.A. Chapters in this area and assisted them, as well as the 4-H members, in securing animals for their projects and in fitting, showing and marketing their cattle. It also gives me a lot of satisfaction to have become an honorary member of the Pahokee F.F.A. Chapter during the past year.

Another activity which I have taken part in, is assisting the State Livestock Extension men in production testing by grading calves on ranches. I have been assisting, and on several occasions doing all of the grading, on nine different ranches in South Florida.

My telephone is always on the hook, and I have always been alert and willing to help anyone day or night to make better livestock marketing. There is no specific way to measure in dollars and cents what I may or may not have done, but I sincerely hope that my efforts have been useful to my fellow cattlemen in some small way.

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MILEPOST

Bureau
made survey
consisting of some
1800 inquiries at request
of Florida citrus industry, to
determine the number of marketing units
and individual distributors of citrus fruits,
and the percentage of the crop marketed by each us=
ing 1926-27 season as basis. Results published May 15, 1928.
Made survey of Fla. vegetable packing houses, value, number employed, etc.

ACTIVITIES REPORTED BY
E. F. SCARBOROUGH
MARKET NEWS SPECIALIST (SUPERVISORY) FRUITS AND VEGETABLES
BUREAU HEADQUARTERS OFFICES

It is my job to direct, improve and publish an extensive quantity of market news information.

Florida's agriculture is predominately horticultural. An average of the past five years shows that 65% of this State's agricultural money comes from horticultural crops as contrasted with the overall United States' average of only 10 percent.

The Fruit and Vegetable Specialist must have a marketing knowledge of some 25 fruit and vegetable commodities as well as gladiolus and chrysanthemums. In addition to the fruit and vegetable work, the Specialist edits a 200-page Annual Agricultural Statistical Summary. There is a number of other duties and services as well, which will be mentioned in the latter part of this review.

1. The Bureau, through a cooperative agreement with the USDA, AMS, Fruit and Vegetable Division, maintains six fruit and vegetable market news field stations in Florida during the commercial production seasons.

I handle the liaison work between the Federal market newsmen and the State at these Federal-State field offices, and much liaison work with the Washington Market News Office.

I have several personal visits each year with our Washington associates. In late May this year, a one day meeting was held with Mr. F. S. Nightingale, Chief, F & V Market News, at the Eastern Market News Conference in Atlanta. In February Mr. C. B. Miller, Head of the F & V Market News Report Section, accompanied me on a four-day tour of commercial producing areas in the State. There is a constant exchange of correspondence on F & V transportation data with Mr. J. L. Buntin, In Charge, Transportation Reports, F & V Division. These Federal officials have been considerate and thoughtful in their decisions regarding our State.

I do the liaison work with the Federal-State Market News field stations which perform, in general, three basic functions: (1) collect daily price quotations Monday through Friday in their respective producing areas, (2) edit market news reports which contain transportation statistics, and shipping point and terminal price information, and (3) issue a seasonal market news summary on the products reported. An exception to this is the Lakeland office which does not report shipping point price information.

Following is a list of the offices, commodities reported and the operation periods:

Lakeland reports all the Florida citrus and is open nine months out of the year, October through June. Belle Glade reports Lake Okeechobee area vegetables, Ft. Pierce tomatoes, and Dade County tomatoes, potatoes, and miscellaneous vegetables. This office is open seven months -- mid-November through mid-June.

FLORIDA STATE MARKETING BUREAU
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Pompano reports on vegetables in Broward and the Eastern part of Palm Beach Counties. It is open for a period of six months -- mid-November through mid-May. Sanford reports vegetables grown in the Sanford-Oviedo-Zellwood area as well as the Hastings area cabbage. This year the Sanford reporter began quoting spring vegetables from the McIntosh area. Sanford is open six and a half months -- December through mid-June.

Plant City covers several producing areas from this location. They are the Ft. Myers-Immokalee cucumbers, peppers, potatoes, and tomatoes; Wauchula cucumbers and miscellaneous vegetables, Sarasota celery, Hillsborough-Palmetto Counties tomatoes and miscellaneous vegetables; Webster cucumbers and peppers, Oxford tomatoes and Plant City strawberries and spring vegetables.

Market News coverage of the important Florida watermelon deals is handled from Plant City during the early part of the harvest. When the buyers move up to Thomasville and Valdosta, Georgia, during the latter part of June, the office is moved to Thomasville. The Plant City office is operated for a period of five and one-half months--January through mid-June.

An office is opened in Hastings during the Flagler, Putnam and St. Johns Counties' spring potato harvest.

Pecan Market News Service is carried on in collaboration with the USDA Fruit and Vegetable Division, as well as with Alabama, Georgia, Louisiana and Mississippi Bureaus of Markets. This field office is maintained in Albany, Georgia, from late October through December 31. Due to the many growers, buyers, and shellers scattered throughout the five southeastern states, the collection of the information by a single reporter has been the most practical method of preparing useful Market News information on this particular crop.

The Federal Market News man at Albany, in conjunction with the area service, makes phone calls to various Florida buying points for price information, and to the Starke State Farmers' Market for the pecan auction sales. Pecan information is published in the daily four-page Fruit and Vegetable Report issued in Jacksonville.

2. Upon request of the Florida floral industry, I initiated a cut-flower transportation report during the 1959-60 season. Although this was a Federal-State project, the complete details were carried out by the Bureau with the exception of the airline contacts which were made by the Transportation Chief of the USDA, AMS, Fruit and Vegetable Division. Several meetings were held with Mr. John Early, Manager, Florida Flower Association, and Mr. Cecil Smith, Agricultural Economics, Agricultural Experiment Stations, concerning the reporting procedure. Trade reports have been favorable toward this type of market information. There are some indications that the daily statistics had a stabilizing effect by curtailing supplies at the production end rather than having an oversupply in the city markets.

3. I have quoted the wholesale produce market in Jacksonville each morning Monday through Friday. In my absence one of the stenographers, who has been trained for the work, collects the price information.

The principal method of distributing the Jacksonville market information is through the Florida Times-Union. This newspaper is distributed throughout North Florida and South Georgia. Today's price transactions appear in tomorrow morning's paper. The Associated Press sends our release over its leased wire circuit. This information is carried by seven principal dailies in the State.

4. One of the most important releases we issue in the Fruit and Vegetable Section is the daily four-page Fruit and Vegetable Report during the commercial truck crop season from about November 1 to June 30. This report carries rail and truck shipments in tabular form with seasonal comparison. The "16 cities rail and truck" serve as a barometer of trading as does the "38 cities Rail and Truck Unloads". These show the flow of fruits and vegetables in major markets and indicate surpluses and shortages when they exist. Other pages of the report show prices in leading Florida terminal markets, prices at shipping point, and prices in leading Eastern, Midwestern and Southern cities.

The one-page Avocado-Lime-Mango Report is released daily from June 15 through October 31. Since avocados, limes and mangoes are principally consigned to terminals, the daily market prices in the various cities and shipments from Florida are especially valuable to this South Florida industry. There are 20 out-of-State markets shown.

5. Another of my duties concerns supervision of the Florida Truck Passing Report for vegetables and miscellaneous fruits. The staff of the Florida Road Guard Stations under the direction of Mr. L. P. Hickman has been most helpful in collecting the data directly from truckers' manifests as they pass each of the eleven stations along the St. Mary and Suwannee Rivers. Daily information is phoned from the six heaviest volume stations to our office each morning. All stations send in mail reports. Mr. Hickman has given us the privilege of writing directly to the various stations concerning the truck passings. During the past two years I've written 19 letters of instruction and inquiry to these inspectors.

The daily truck passing report is sent over the USDA leased wire system every morning about 9:30 A.M. and is listed as a priority message.

This year's truck watermelon passing report was changed from tabulation on a per-melon basis to a hundredweight basis. This has provided quite an improvement in our service since sizes vary during the season as well as between the seasons. The use of this new common denominator (cwt) has been possible since a high percentage of the melons are now sold on a per-pound basis.

Upon the request of various agricultural industries we have begun compiling data on the Florida Flower Truck passings, and the Starter Pullets (Chix age 12-22 weeks) which come into the State. The road guard inspectors are assisting us in handling a Florida Agricultural Experiment Station request for marking all truck loads for watermelons as "for hire" and "personally owned". We sincerely appreciate the fine cooperation which Mr. L. P. Hickman gives us on truck reports.

6. Our market news teletype, over which we obtain all information from other markets, is vital to our activity. A 28AKR machine with a tape attachment to speed up and improve the sending and receiving of messages has been installed.

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

There has been an increase of out-going messages from this office.

A forty-five minute educational teletype market news tape was made for the University of Florida, Agricultural Economics Department in conjunction with the Agricultural Fair. Several days were spent in preparation of this tape. Mrs. Caryl Michael represented the Bureau at the University Agricultural Fair for two and a half days.

7. We place much emphasis on tabulating transportation information into various types of series. Each year more of our Florida transportation data are tabulated into weekly series, and five year averages.

This past winter, I worked up a 43-page transportation booklet in which adjusted rail and truck loadings of the past six years were shown converted to a current rail loading basis. Mr. James Duncan, Traffic Manager of the Florida Fruit and Vegetable Association, and other well informed transportation representatives expressed appreciation for the booklet.

The rail loadings had been in a transition period in which favorable per-car charges resulted in greater number of packages per car. There was a great need for this adjusted transportation series. Mr. J. B. Owens, Truck Crop Statistician, Florida Crop Reporting Service, assisted as consultant on this project.

8. I direct a monthly import report of selected fruits and vegetables arriving at Florida ports which is tabulated by our staff and sent to seven cooperative agencies and organizations in the State.

9. Each week I mail the Florida Avocado Administrative Committee a weekly tabulation of transportation statistics for all domestic shipments other than Florida and imports. This is a special service to the avocado group. The avocado transportation series was developed this past year through the co-operation of the USDA F & V Market News Service.

10. The 1959 Florida Legislature enacted several new agricultural laws which may potentially increase my duties. These were Enabling Acts for celery, corn, and tobacco. I attended several meetings held in conjunction with the Celery and Corn Acts.

The market news portion of the Tobacco Enabling Act was passed on to me. The Federal-State Market News Service in Valdosta, the Florida Agricultural Stabilization Committee in Gainesville and the Florida Crop Reporting Service were contacted as to the extent of need for a tobacco market news report. I also reviewed the type of data already being compiled by the other services. The first series of market news reports on tobacco warehouse auction transactions were issued during the 1959 tobacco season. The Tobacco Advisory Board has requested that additional market news information be tabulated in the 1960 tobacco season.

11. Each November we issue a 200-page Annual Agricultural Statistical Summary on the most used information concerning the State's agricultural industry. I edit the publication with the exception of the livestock information

which is handled by Gifford Rhodes, Livestock Market News Specialist.

Twenty-five Federal and State Agencies as well as trade organizations contribute statistics for use in the release. Some of the tabulations in the summary were expressly prepared for use by people in the various organizations. Some were contributed for use before the individual agency released them in its own publication; other tables were duplicated from worthwhile agricultural reports.

We feel that the summary is definitely beneficial to the state in the "agribusiness" era. Our experience at the Bureau with marketing information shows clearly the wide range of intermediary businesses embraced by growers. As many as 2000 copies of this summary are mailed annually to growers, shippers, bankers, seedmen, transportation representatives (air, boat, rail, truck), fertilizer and chemical representatives, chain store organizations, independent grocery groups, citrus and vegetable processors, slaughtering plants, advertising organizations, container companies (cans, cartons, wooden boxes), libraries, marketing organizations and production men and economists, both public and private. These professional people as well as the growers are very interested in the agricultural trends. They supply credit, equipment, transportation, containers, cans, etc.

12. Much effort has been placed on service improvement during the past biennium. During the winter and spring of 1959 Guyton Williams, Poultry and Egg Specialist, and I held a series of six meetings on poultry and egg market information. Briefly, the purpose of these conferences was to ascertain the existing needs for information, which information each agency is prepared to publish at the present, and what information we should stress in order to provide better market data.

The complete outline and results of our inquiry was published in an article entitled "Progress Report on Poultry and Egg Market Information", in the For Sale Want and Exchange Bulletin June 15, 1960.

Another phase of our service improvement work has begun in truck crops. Due to the rapid marketing of these perishable crops the need has arisen for improved marketing information, well analyzed, and simply presented.

The group with whom I am holding discussions on this problem include J. B. Owens, Truck Crop Statistician, Florida Crop Reporting Service; Kenneth Gilbraith, Fruit and Vegetable Specialist, Agricultural Economics Department, Florida Agricultural Extension Service; F. S. Jamison, Head Vegetable Crops Section, Florida Agricultural Extension Service; Stanley Rosenberger, Retail Merchandiser also of the Vegetable Crops Section; George Talbott, Manager, Production and Marketing Division, Florida Fruit and Vegetable Association.

The Florida Tomato Committee, which operated under a Federal marketing agreement, was active during the first year of the biennium. The Committee was in operation four years. My work with this group was both along the improvement and service lines. Much time was spent applying our transportation and price information to market series developed by the Committee's Manager, Dr. W. E. Black. The tomato market material was passed on to Dr. Black by phone and through mail correspondence each week.

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

13. A year ago in July, Mr. Rhodes reorganized his staff in the Jacksonville office. At that time he placed me in direct charge of all the Bureau's fruit and vegetable work. In this process it relieved me of the poultry and egg market news relief assignment on the Jacksonville desk of the local P & E reporter in his absence.

14. About five to six times each year, I write up the Florida direct cattle sales report on Friday in the absence of the Livestock Market News Specialist. The report takes about an hour and a half to prepare.

15. I have a considerable amount of public relation work, personal contacting as well as phone and mail requests to handle. My long distance phone costs have tripled over that of the last biennium, also there has been a considerable increase of LD calls coming into the Bureau concerning our F & V work. In conjunction with the Dade County Agricultural Extension office, I prepared an article on "Mango Marketing Notes" for release in the For Sale Want and Exchange Bulletin. This article was reprinted in the Mango Forum Proceedings. Also I prepared several F & V statistical price tables for the "Bulletin".

I attended the 1960-61 Acreage-Production-Marketing Guides conference in Gainesville and contributed a voluminous quantity of transportation data for the groups' publication. I represented the Bureau at the Florida Fruit and Vegetable Association convention and the Florida Flower Association convention. I presented a paper on the Jacksonville Fresh Fruit and Vegetable Market at the Florida State Horticultural Society's 1958 meeting. I attended the Annual Eastern Market News conferences in Washington and Atlanta. I made a visit to the Georgia and Virginia Bureau of Markets to discuss market news office procedures. I made every effort to utilize the service of other organizations and agencies and to offer them our service and cooperation whenever possible.

Miss Sara Wright, Mrs. Caryl Michael and Mrs. Jean Lord have been most helpful in the Bureau's fruit and vegetable work. They deserve much credit.

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MILEPOST

The State Agricultural Marketing Board
was created by the Legislature
of 1929... "the duties of which shall
be to further extend the activities of the
State Marketing Bureau...." The sum of \$35,000 was
annually appropriated to defray the expenses necessary
to carry out the provisions of the Act. No other purpose
was intended nor mentioned except to extend the activities
of the Bureau, and the law was unamended for several years.

CONCLUSION

The beginning of the Twenty-Second Biennial Report presented volume and value data of Florida agricultural production for seasons 1957-58 and 1958-59. The Introduction further emphasized the diversification and ranking importance of agriculture to Florida welfare,- and no less that the dimension of the ability of officials serving the greatest industry of the State should be proportionate and adequate for the requirements of any agricultural position, particularly at administrative levels.

Having served Florida agriculture since July 1917, under the Administrations of three Commissioners of Agriculture, twelve Governors and twenty-one sessions of the Legislature, not to mention the rapidly increasing population, I can appreciate the progressive stride of Florida agriculture. For instance early annual reports of the Bureau show that in the 1911-12 season Florida shipped 17,161 cars of citrus, 7,130 cars of strawberries, watermelons, etc., and 15,534 cars of vegetables. Grand total 39,825 cars, value \$43,189,804. By the 1924-25 season, the total fruit and vegetable shipments from Florida amounted to 94,125 cars, value \$80,862,348. Comparison with the figures for 1958-59 will illustrate the increase in both our agricultural volume and diversity.

The Assistant Commissioner, the Marketing, and the Market News Specialists have in foregoing pages reported their activities for the past two-year period. I call attention to the self-evidence of these summaries that the Bureau staff has been progressive, both in expanding normally routine functions, and in initiating new and supplementary services. I would emphasize that in new position assignments and replacements following resignations and retirements, comparatively young men with many years of efficient service ahead have been selected.

In the preparation of the Twenty-Second Biennial Report of the Bureau, the prime objective was to make it complete yet brief. Appropriate continuity, stitching together the Introduction and Conclusion with mileposts from the record erected in between, was designed for the interest and information of everyone concerned enough to read the Report.

In drawing curtain upon the biennial period ending June 30, 1960, I wish to express appreciation for and duly accredit the splendid performance record of the Assistant Commissioner, the Marketing and Market News Specialists, and the secretarial, stenographic, clerical and mailing-printing department force in the Jacksonville headquarters offices. To the Bureau personnel in all offices and departments, headquarters and field, I give maximum credit and pay the tribute they all richly deserve for Bureau accomplishments.

The closing quarter of the last year of the biennium under review brought to a close the long, distinguished career of Commissioner of Agriculture Nathan Mayo whose death occurred in April 1960. This tribute among others paid Mr. Mayo in the May 1, 1960 issue of our Bulletin now as then reveals my high esteem of him as official and friend:

FLORIDA STATE MARKETING BUREAU
TWENTY-SECOND BIENNIAL REPORT

"The good Nathan Mayo did will live long after him, in the permanence of his progressive accomplishments,- and in the hearts of Florida citizenry. He established an enviable standard, one which many may well imitate, few will equal and I doubt any will surpass."

The ending of the period reported upon was rather uniquely marked by the death of the incumbent Commissioner, the appointment of his Administrative Assistant, Honorable Lee Thompson, Commissioner for the remainder of Mr. Mayo's term, and also the election of Honorable Doyle Conner, Commissioner of Agriculture for the 1961-65 term. Florida agricultural leadership has been, is now and will continue to be in good hands.

Threading back to early milestone mention of the Bureau's annual appropriation of \$15,000, the financial statement for years ending June 30, 1959 and 1960 shown on pages 50-51 will indicate the growth of the Bureau to serve requirements in most demand. It will also fulfill my intent to account for where the money went.

Neill Rhodes
Commissioner
Florida State Marketing Bureau

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MILEPOSTS

Under cooperative
agreement, suggested by
present Marketing Commissioner,
between State and Federal Bureaus,
special field office market news service
was provided free of charge first time in the 1929-
30 season. Previously local funds of approximately one-
third the total cost were provided by growers and shippers.

In the
fall of 1929
Bureau advised every
honey producer of record in
Florida of market outlets for
the heavy honey surplus reported.

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1958, to June 30, 1959

Appropriation for Year ending June 30, 1959	\$246,653.00
Federal Allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	42.89
TOTAL AVAILABLE	\$248,895.89

Code

Expenditures

1100 SALARIES \$146,500.23

NECESSARY AND REGULAR EXPENSES:

2200	Communication and Transportation . .	\$12,393.71	
2300	Printing Services	30.02	
2400	Repairs and Maintenance	1,244.73	
2600	Travel	37,079.91	
2700	Utilities	597.31	
2900	Other Contractual Services	15,585.45	
3300	Heating Supplies	34.06	
3600	Maintenance Materials and Supplies .	1,229.58	
3700	Motor Fuels and Lubricants	3.85	
3800	Office Materials and Supplies	11,120.78	
4100	Insurance and Surety Bonds	182.55	
4300	Rental of Buildings	6,576.00	
4900	Fees, Commissions, etc.	20.00	
7900	Tariff Commission	5,000.00	91,097.95

OPERATING CAPITAL OUTLAY:

5100	Books	10.50	
5600	Office Furniture and Equipment . . .	1,266.50	238,875.18
		1,277.00	
Turned back to the State June 30, 1959			\$10,020.71

Salaries	\$5,395.66
Expenses	3,902.05
Cap. Outlay	723.00
	\$10,020.71

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1959, to June 30, 1960

Appropriation for Year ending June 30, 1960	\$257,926.00
Federal allotment Special Livestock Market News	2,200.00
Credit, Cooperative Dairy Agreement	133.16
Credit, by sale of damaged paper stock	400.00
Refund rental payment Dec. 1959 (old lease 505 West Adams St.) . . .	400.00
Refund Plate Glass Insurance Policy (upon vacating 505 W. Adams St.) .	38.41
Credit by General Inspection Fund transfer - Capital Outlay	50.00
TOTAL AVAILABLE	\$261,147.57

Fire Fund Replacement Account--Fire damage Nov. 20, 1959	\$18,200.00
Cost of replacing and/or refinishing equipment	\$18,200.00

<u>Code</u>	<u>Expenditures</u>	
1100	SALARIES	\$156,399.74

NECESSARY AND REGULAR EXPENSES:

2200	Communication and Transportation . . .	\$12,379.38
2300	Printing Services	265.52
2400	Repairs and Maintenance.	678.79
2600	Travel	39,866.82
2700	Utilities.	644.14
2900	Other Contractual Services	16,263.28
3300	Heating Supplies	40.87
3600	Maintenance Materials and Supplies . .	1,414.01
3700	Motor Fuels and Lubricants	19.72
3800	Office Materials and Supplies.	12,298.33
4100	Insurance and Surety Bonds	201.30
4300	Rental of Buildings.	7,846.00
4900	Dues, Commissions, etc	25.00
7900	Tariff Commission	5,000.00
		96,943.16

OPERATING CAPITAL OUTLAY:

5600	Office Furniture and Equipment	1,944.83	1,944.83	255,287.73
	Turned back to the State June 30, 1960			\$ 5,859.84

Salaries	\$4,395.42
Expenses	1,459.25
Cap. Outlay	5.17
	\$5,859.84

THE BUREAU PERSONNEL

JACKSONVILLE HEADQUARTERS OFFICES

Neill Rhodes.	Commissioner
F. W. Risher.	Assistant Commissioner--Specialist, Poultry and Dairy Products
L. T. Pendarvis	Specialist, Livestock and Field Crops
G. N. Rhodes.	Specialist, Livestock Market News
E. F. Scarborough	Specialist, Market News, All Commodities
Dick Stark.	Specialist, Dairy Products
Guyton M. Williams.	Specialist, Poultry and Dairy
Fred O. Witt.	In charge Printing and Mailing Room
Edna G. Ferguson.	Secretary
C. Faith Butner	Stenographer
R. Jean Lord.	Stenographer
V. J. McCrary	Stenographer
Wilda Polk.	Stenographer
Pauline C. Pendarvis.	Stenographer
Kathryn L. Vernon	Stenographer
Sara Wright	Stenographer
Wanda Tustison.	Stenographer
Caryl C. Michael.	Telegrapher
H. L. Mayberry.	Mechanical Operator
Chris Georgiades.	Mechanical Operator
Frank R. Schmehl.	Mechanical Operator

FIELD OFFICES

Geo. C. Avery	Market News Representative, Marianna
Harold C. Howze	Market News Representative, Wauchula
Eugene P. Harper.	Market News Representative, Pensacola
Alfred J. Larson.	Market News Representative, Tampa
Earl S. Reed.	Market News Representative, Tampa
Sam C. Means.	Market News Representative, Miami
Marlin M. Nicely.	Market News Representative, Pahokee
M. B. Smith	Market News Representative, Orlando

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H. E. Gooden.	Market News Representative (cooperative), St. Petersburg
Marjorie B. Fields.	Market News Representative (cooperative), Ft. Myers
Mrs. James M. Messer.	Market News Representative (cooperative), Tallahassee
Mrs. J. W. Padgett.	Market News Representative (cooperative), Panama City
J. M. Doris	Market News Representative (Federal), Jacksonville

(Does not include Federal field office supervisory or Federal-State clerical personnel)

MAIN OFFICE HEADQUARTERS - 430 West Monroe Street, Jacksonville, Florida

Date Due

[illegible]

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